

ALEX DALBY

• content strategist •

ABOUT ME

Storyteller: weaving together language and imagery in a way that gets people engaged. Every business has a story, and telling it is an art that can make or break a brand. Let's work together to make yours unforgettable.

VOLUNTEERING

Cambridge Women's Center •
Emergency Helpline Volunteer, House Manager
Tenacity • Tennis Coach, Reading Coordinator

EXPERIENCE

2020 - **United Way of Massachusetts Bay and Merrimack Valley**

present *Content Marketing Manager*

- Build inbound marketing content strategy through the creation of videos, blog articles, emails, ads and social media content
- Create and execute social media marketing strategy for two brands across six channels
- Oversee editorial calendar of social media posts, blog articles, and emails
- Manage relations with internal programs to coordinate marketing strategies and messaging

2019 *Copywriter*

- Strategized and created copy for 50+ company events
- Created blog posts to engage internal and external stakeholders including donors, volunteers, community agencies and elected officials

2018- **Go City**

2019 *Email Marketing Manager*

- Managed 20+ national and international email campaigns for 13 products
- Developed email marketing automation programs to increase conversions
- Coordinated with the creative team to conceptualize and execute graphics and copy for all emails

2016- **Alex Dalby Creative**

2019 *Content Strategist*

- Built digital marketing strategies for high-growth small businesses and start-ups
- Crafted unique brands using a combination of social media marketing, graphic and website design, blog and SEO strategy and email marketing

SKILLS

Brand Management	Email Strategy & Automation	Website Design	Wordpress
Social Media Marketing	Data Analysis	Video Editing	Google Analytics
Content Strategy	Digital Advertising	Graphic Design	Microsoft Office