

ALEX DALBY

CONTACT

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SKILLS

- Social Media Platforms
- Adobe Creative Suite
- MS Office
- Wordpress
- Salesforce
- MailChimp
- Klaviyo
- Google Workspace
- Video Production
- Email Marketing
- Social Media Marketing
- Content Strategy
- Graphic Design
- Writing
- SEO
- Analytics
- Communications Strategy
- Community Building

VOLUNTEER WORK

CAMBRIDGE WOMEN'S CENTER

House Volunteer

TENACITY BOSTON

Tennis Coach

PROFILE

Storyteller weaving content into end-to-end marketing experiences that build community and keep people engaged. **Every business has a story, let's make yours unforgettable.**

EXPERIENCE

CONSULTANT

Marketing Specialist

2017 - Present

- Building meaningful content strategies paired with end-to-end marketing experiences to create community and keep people engaged.
- Clients ranging from technology to nonprofit including Jobletics, Cambridge Women's Center, Bad Penny Factory, Branch Out Reality and the Ayurveda Yoga Center.

UNITED WAY

Content Marketing Manager

2020 - 2022

- Building inbound marketing strategy through creative content including social media posts, blogs, videos and email.
- Managing all social media accounts.
- Coordinating a monthly editorial calendar adjusted to findings from continuous data analysis.
- Working alongside internal and external stakeholders to coordinate marketing strategies and messaging.
- **Result: 2,000% growth in social media revenue and twice as much social media traffic to the website.**

COPYWRITER

2019

- Writing copy for print and digital marketing assets and producing videos.

GO CITY

Email Marketing Manager

2018 - 2019

- Executing all email campaigns.
- Managing email automations, drip campaigns, and A/B testing to nurture leads and re-engage customers.
- Working on strategy using data analysis for continued improvement.
- **Result: Doubled email revenue YOY for five months straight.**

CASTLES UNLIMITED

Marketing Coordinator

2015 - 2017

- Creating social media posts, blog posts and emails to drive conversions.
- Managing the website and working with an external advertising company to coordinate SEO strategy.
- **Result: Increased website traffic by 400% in six months.**

GEUTEBRÜCK

Marketing Intern

2012

- Working on a range of projects including graphic design, customer service, and a pitch to invest more resources into social media.