

ALEX DALBY (.com)

Storyteller and strategist: weaving language and imagery into content experiences that get people engaged.

EXPERIENCE

EVERGREEN CREATIVE

Founder
March 2022 - Present

- Develop multi-channel campaign strategies
- Build community and raise brand awareness
- Coach small business owners on best practices to hone brand voice and harness social media marketing
- Website optimization and design

UNITED WAY OF MASSACHUSETTS BAY & MERRIMACK VALLEY

Content Marketing Manager
Jan 2020 - Feb 2022

- **Increased social media revenue by 2,000% and doubled social media traffic**

- Coordinated across the organization to build a monthly communications calendar
- Worked with internal and external stakeholders to generate content
- Built monthly data reports to optimize marketing strategy
- Developed short videos including scripting, producing and editing

Copywriter

Aug 2019 - Dec 2019

- Created compelling copy for website, social media and email
- Worked with team to generate marketing and event assets

GO CITY

Email Marketing Manager
2018 - 2019

- **Doubled email revenue year-over-year for five months consecutively**

- Built and optimized over 25 email marketing programs
- Coordinated with marketing team to create email content
- Built monthly data reporting to optimize campaigns

CASTLES UNLIMITED

Marketing Coordinator
2015 - 2017

- Managed social media channels
- Optimized and updated the website
- Coordinated with an external agency on PPC strategy
- Designed marketing assets

GEUTEBRÜCK GMBH

Marketing Intern
2012

- Piloted social media marketing research
- Assisted with managing the website
- Edited photo assets
- Staffed industry fair

SKILLS

Instagram, TikTok, Twitter, LinkedIn, Facebook, Adobe Photoshop, Adobe Premiere Pro, Microsoft Office, WordPress, Wix, Squarespace, Google Suite, Salesforce, Klaviyo, Google Analytics, SEO, Email Marketing, Website Design, Graphic Design, Video Production, Copywriting, Social Media Marketing, Content Strategy

COMMUNITY SERVICE

CAMBRIDGE WOMEN'S CENTER

House Volunteer
2017-2019

TENACITY BOSTON

Reading Coordinator
2015

EDUCATION

BOSTON UNIVERSITY

Psychology
2014 - 2016