ALEXANDRA MORRISON

MARKETING MANAGER

Current Residence: Chicago, IL | **Email:** morrison.alexandra@outlook.com
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EXPERTISE

Content Creation	Social Media Marketing	Website Administration	Paid Advertising
Email Marketing	Customer Marketing	Business-to-Business (B2B)	Software as a Service (SaaS)

EDUCATION

University of Amsterdam 📍 Amsterdam, NH, Netherlands **Feb 2022 – Aug 2023**
Master of Science (M.S.), Communication Science
Concentration: Corporate Communication

Bentley University 📍 Waltham, MA, United States **Sep 2008 – Oct 2012**
Bachelor of Science (B.S.), Information Design and Corporate Communication
Concentration: Public Relations

WORK EXPERIENCE

Capstone Logistics 📍 Chicago, IL

Associate Marketing Manager **May 2019 – Jan 2022**

- *Content Marketing:* Developed compelling marketing and sales content including case studies, blog posts, sell sheets, videos, social media graphics, sales presentations, and more
- *Campaign Management*: Planned and oversaw multi-channel campaigns encompassing email marketing, paid advertising, social media, sales enablement, and public relations
- *Social Media Marketing:* Managed social media for all Capstone brands, implementing comprehensive content calendars with daily posts, running paid advertising campaigns, and preparing formalized weekly reports reviewing performance
- *Website Administration:* Managed Capstone website, overseeing development, maintenance, and optimization
- *Internal Communication:* Created and distributed internal newsletters and announcements, coordinated team-building events, and served as Philanthropy Board Chair
- *Vendor Management:* Managed third-party vendors, such as graphic designers and advertising agencies, holding ongoing meetings to review results and make necessary adjustments

Ventiv Technology 📍 Chicago, IL

Customer Marketing Manager   Mar 2017 – Feb 2019

- *Customer Marketing*: Collaborated with cross-functional teams to devise and implement customer-centric marketing campaigns
- *Advocacy Marketing*: Developed and managed a customer advocacy program to secure client participation for case studies, testimonials, and other customer-generated content, and oversaw the development of all deliverables
- *Social Media Marketing*: Managed social media with responsibility for strategy and content creation

Client Delivery Lead   Aug 2016 - Mar 2017

- *Customer Success:* Served as the primary point of contact for 50+ accounts, delivering comprehensive client training, driving adoption, and identifying avenues for value enhancement and revenue expansion
- *Project Management:* Directed the implementation of complex software solutions, handling project lifecycles and issue resolution

Kaul Sales Partners 📍 Chicago, IL

Account Manager (Email Marketing)   Nov 2015 - Apr 2016

- *Email Marketing Strategy:* Worked with clients to devise tailored email marketing strategies
- *Account Management:* Directed internal teams on campaign deliverables and conducted regular meetings with clients to review campaign results, gather feedback, and refine strategies

Placester 📍 Boston, MA

Digital Marketing Consultant   May 2015 - Aug 2015

- *Consultative Sales*: Advised real estate brokers on digital marketing services to enhance their online presence, including content marketing, SEO optimization, advertising, and email marketing solutions

Boston Technologies 📍 Boston, MA

Account Executive   Jan 2013 – Mar 2015

- *Customer Success:* Successfully managed a portfolio of 50+ client accounts, serving as the primary point of contact and handling all onboarding, training, and issue resolution
- *Inside Sales:* Leveraged a proactive approach to identify upsell and cross-sell opportunities

Sales and Marketing Intern   May 2012 - Dec 2012

- *Marketing and Sales Support:* Supported the sales and marketing teams with market research, content creation, and website management

TECHNICAL PROFICIENCIES

Graphic Design: Adobe Photoshop, Adobe InDesign, Adobe Illustrator, Adobe Acrobat, Canva

CRM/MA: HubSpot, Salesforce (administration), Zoho CRM, Zoho Social, MailChimp

Paid Advertising: Google Ads, LinkedIn, Facebook, Instagram

Web/CMS: HTML/CSS, SEO/SEM, WordPress, MODX

Data Analytics: Google Analytics, Tableau, SPSS, Python

Microsoft Office: Microsoft Word, Microsoft Excel, Microsoft PowerPoint, Microsoft Teams, Microsoft Outlook