

Alexander Pierre Santos

INNOVATIVE DIGITAL MARKETING MANAGER

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PROFESSIONAL SUMMARY

A results-driven Marketing Manager with 5+ years of agency experience and 6+ years as a freelance marketing professional, specializing in e-commerce, B2B marketing, and lead generation. Proven expertise in managing and optimizing multi-platform paid media campaigns, including Google Ads, Meta Ads, SEO, and SEM strategies. Skilled in leveraging data analytics to enhance performance, maximize ROI, and increase website traffic. Experienced in developing full-funnel digital marketing strategies to drive conversions. Google Ads, Meta Ads, and GA4 certified.

AREA OF EXPERTISE

Market Research & Trend Analysis	Social Media Account Management	Meta Ads Manager (Facebook/Instagram)
Social Media Marketing (SMM)	Search Engine Optimization (SEO)	LinkedIn Ads (LinkedIn Sales Navigator)
Brand Strategy & Positioning	Pay-Per-Click Advertising (PPC)	Conversion Rate Optimization (CRO)
KPI tracking & SEO Audits	Search Engine Marketing (SEM)	Content Creation & Strategy
Organic Search Traffic	Content Marketing Strategy	Blogging & Copywriting
Team Leadership	Strategic Keyword Research	

Core Competencies

- Paid Media: Google Ads, Meta Ads, LinkedIn Ads, TikTok Ads, Hulu Ads, Search 360
- SEO/SEM: On-page optimization, keyword research, link building, content strategy
- Analytics & CRO: Google Analytics (GA4), A/B testing, CRM integration, KPI reporting
- Content & Strategy: Social media marketing, blogging, brand positioning, copywriting
- Platforms: Shopify, WordPress, Squarespace, Amazon, SellerChamp
- Tools: Canva, CapCut, Midjourney, Microsoft Office, Adobe Creative Suite, Tableau, HubSpot, Trello

PROFESSIONAL EXPERIENCE

Digital Marketing Specialist	
Promoted to Digital Marketing Manager	Oct 2021 – Present
<i>En Route Marketing (in Philadelphia, PA)</i>	
• Increased ROAS by 35% by restructuring Google Ads campaigns and improving landing page performance. • Led multi-platform paid social campaigns across Meta, LinkedIn, TikTok, and Hulu, achieving average CTR improvement of 40%. • Conducted SEO audits and implemented on-page optimizations that improved organic traffic by 60% YOY for key clients. • Developed monthly performance reports that directly influenced client strategy and increased satisfaction and retention.	

E-commerce Product Specialist

Jul 2020 – Jul 2021

Salechamps

- Boosted product visibility and sales by 25% through optimized Google Shopping and SEO-driven content.
- Managed inventory strategy across Shopify and Amazon, improving profit margins by reducing overstock.
- Executed keyword-rich copy and A/B testing on product listings to enhance conversions and engagement.

Digital Marketing, Marketing Consultant, Social Media Managing

Mar 2019 – Present

Freelancing

- Consulted with 10+ clients across retail, hospitality, and nonprofit sectors to build SEO-optimized websites.
- Developed email campaigns and social content calendars that grew audience engagement by 2x within six months.
- Managed paid media budgets up to \$10,000/month and executed multichannel campaigns with measurable ROI.

Inventory Specialist

Mar 2019 – Dec 2019

DHL E-Commerce

- Organized and oversaw multiple projects, increasing on-time delivery and ensuring successful execution by leveraging strong leadership and collaboration with cross-functional teams to achieve company objectives.
- Overhauled team performance through effective collaboration, learning leadership qualities, and guiding the team to meet key project milestones while aligning efforts with company goals and growth targets.
- Analyzed database trends to identify and resolve operational inefficiencies, reducing errors and streamlining processes, while driving continuous improvement and problem-solving across departmental functions.

EDUCATION

Bachelor of Science, Interdisciplinary Studies of Business/Marketing

Western Kentucky University, Bowling Green, KY | 2018

PROFESSIONAL DEVELOPMENT & CERTIFICATION

- Certified Google Ads
- Certified Meta Ads Manager
- Certified in GA4
- Proficient in Microsoft Office programs (Word, PowerPoint, Excel)
- Proficient in Google G-suite (Google Sheets, Docs, Gmail)
- Adobe Photoshop & Premiere Pro