

# Alexander Pierre Santos

## INNOVATIVE DIGITAL MARKETING MANAGER

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### PROFESSIONAL SUMMARY

A results-driven Marketing Manager with 6+ years of agency experience and 7+ years as a marketing professional, specializing in e-commerce, B2B marketing, and lead generation. Proven expertise in managing CRM software and optimizing multi-platform paid media campaigns, including Google Ads, Meta Ads, SEO, and SEM strategies. Skilled in leveraging data analytics programs to enhance performance, maximize ROI, and increase website traffic. Experienced in developing full-funnel marketing strategies to drive conversions. With additional experience in project management, account management, and event organization in a marketing agency setting.

### AREA OF EXPERTISE

Market Research & Trend Analysis	Social Media Account Management	Meta Ads Manager (Facebook/Instagram)
Social Media Marketing (SMM)	Search Engine Optimization (SEO)	Proficient using current AI Tools
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	Account Management

#### Core Competencies

- Paid Media: Google Ads, Meta Ads, LinkedIn Ads, TikTok Ads, Hulu Ads, Search 360
- SEO/SEM: On-page optimization, building campaigns, 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, Popular CRM platforms, Google G-suite (Google Sheets, Docs, Gmail)

### PROFESSIONAL EXPERIENCE

#### Digital Marketing Manager

Received two title promotions during tenure

Oct 2021 – Nov 2025

*En Route Marketing (Philadelphia, PA)*

- 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

- Managed a portfolio of client accounts (around 6-7) by serving as the primary point of contact, leading communication, expectations, and day to day campaign ownership.
- Built strong client relationships through proactive check ins, performance reviews, and ongoing recommendations that improved trust, retention, and satisfaction.

### **E-commerce Product Specialist**

**Jul 2020 – Jul 2021**

*Salechamps (Gallatin, TN)*

- Learned important experience from startup business
- 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.

### **Marketing Coordinator**

**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**

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### **Bachelor of Science, Interdisciplinary Studies of Business/Marketing**

*Western Kentucky University, Bowling Green, KY | 2018*

## **PROFESSIONAL LICENSES & CERTIFICATIONS**

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- Foundations of Digital Marketing & E-commerce – Coursea
- Certified Google Ads – Google Career
- Certified Meta Ads Manager – Google Career
- Certified in GA4 – Google Career
- Certified in HubSpot – HubSpot Academy

## **WEBSITE PORTFOLIO**

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- [www.apsdigitalmarketing.com](http://www.apsdigitalmarketing.com)