


ALEX DALBY

MARKETING THROUGH STORY

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 Maine

 alexdalby.com

PROFILE

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

SKILLS

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

VOLUNTEER WORK

RIVENDALE FARM

Permaculture Volunteer

CAMBRIDGE WOMEN'S CENTER

House Volunteer

TENACITY BOSTON

Tennis Coach

EXPERIENCE

MARKETING CONSULTANT

Freelance
2017 - Present

- Working with small businesses, start-ups and entrepreneurs to build **meaningful content strategies in tandem with end-to-end marketing experiences** designed to create community and keep people engaged
- Clients include Jobletics, Cambridge Women's Center, Bad Penny Factory, Branch Out Reality and the Ayurveda Yoga Center

CONTENT MARKETING MANAGER

United Way of Massachusetts Bay and Merrimack Valley
2020 - 2022

- Managed the company's social media accounts resulting in **social media revenue growth of 2,000%** and **double the social media website traffic**
- Cultivated a strong brand identity by interacting with stakeholders and responding to trending stories while maintaining a consistent voice resulting in several joint fundraising efforts and co-sponsored bills
- Created engaging content through videos and blogs indicated by a 40% decrease in bounce rate and 13.8% increase in pages per session

Copywriter
2019

- Copy for print and digital marketing assets, social media management, blogging, SEO, event staffing

EMAIL MARKETING MANAGER

GoCity
2018 - 2019

- **Doubled email marketing revenue for five months consecutively** using marketing automation, drip campaigns and A/B testing to nurture leads and re-engage lapsed customers
- Technical execution of all email campaigns including building and managing lead nurturing programs using marketing automation tools
- Analytics and reporting for continued improvement

MARKETING MANAGER

Castles Unlimited
2015 - 2017

- **Increased website traffic by 400% in 6 months using social media, SEO, content creation, email marketing and website management**