

Alexandra Rivera

Marketing Executive

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Professional Summary

Results-oriented Marketing Executive with over 8 years of experience leading high-performing teams, developing data-driven strategies, and executing successful digital and traditional campaigns. Strong analytical and leadership skills with a proven record of increasing revenue and brand awareness across multiple sectors.

Professional Experience

BrightEdge Solutions

Senior Marketing Manager 2019 – Present

- Led a team of 6 in planning and executing multi-channel marketing campaigns, resulting in a 27% increase in lead generation year over year.
- Managed \$400K annual marketing budget and optimized spend for ROI growth.
- Coordinated product launches with cross-functional teams, exceeding projected sales goals by 15%.

BluePeak Agency

Marketing Specialist 2016 – 2019

- Developed and executed digital marketing strategies with a focus on SEO, SEM, and content marketing.
- Tracked and analyzed campaign performance using Google Analytics and CRM tools.
- Collaborated with creative teams to design client deliverables.

Education

MBA, Marketing New York University 2014 – 2016

B.S. in Business Administration Boston College 2010 – 2014

Skills

Digital Marketing
Strategic Planning
Team Leadership
Content Strategy
SEO/SEM
Market Research
Brand Management
CRM Tools
Data Analysis