

Alexander Blackwood

Delray Beach, FL - Mobile: 732-858-5910 - Email: hey@alexblackwood.xyz

Objective: Business Strategist with a penchant for rewriting the playbook. Seeking to combine a rebel spirit with a rigorous, data-driven methodology, I aim to disrupt traditional marketing and operations norms to create groundbreaking protocols and campaigns that captivate, engage, and convert.

Professional Summary: Experienced business strategist and marketer with a strong background in designing, executing, and measuring strategies to generate brand awareness and capture demand using continuous experimentation on the full funnel with specific growth objectives.

Expert at configuring and customizing clean data practices and integrating them with other tools (CRM, ABM, et. al.) to build, test, and deploy enterprise level CRM and technology projects from inception through production. I excel at automating workflows which satisfy business requirements and measure the effectiveness of marketing strategies at all funnel stages, using advanced analytics to refine approaches and maximize ROI by syncing spend with revenue.

Professional Experience:

NFM Lending, Ft. Lauderdale, FL (Remote) – CRM Admin

April, 2023 - Present

- Orchestrated the transition to an integrated CRM platform, enhancing lead capture and nurturing processes across the entire lifecycle. This strategic move streamlined marketing and sales alignment, contributing to a 30% uptick in lead-to-customer conversion rates within the first quarter post-implementation and .
- Led the design and execution of a multi-channel marketing strategy, incorporating SEO, PPC, email marketing, and social media campaigns, which resulted in a 25% increase in inbound leads and a 20% growth in web traffic, significantly boosting the company's digital footprint and brand visibility.
- Adopted a data-first culture, integrating advanced analytics and business intelligence tools for real-time campaign tracking and optimization. This initiative drove a 15% improvement in marketing ROI, enabling more targeted and cost-effective marketing investments.

Particle Theory Labs, Boca Raton, FL (Remote) – Director of Business Ops

March, 2020 - March, 2023

- Directed the launch of Particle Theory Labs' digital presence amidst the COVID-19 pandemic, achieving a 40% growth in online inquiries and a 50% increase in customer engagement through targeted content marketing and strategic SEO efforts.
- Pioneered the implementation of a HIPAA-compliant CRM system, ensuring the secure and efficient management of sensitive customer data while supporting targeted, data-driven marketing campaigns that adhered to industry regulations.
- Implemented comprehensive CRM and retention strategies aligned with business goals, focusing on maximizing customer lifetime value.
- Built and optimized segmented customer journeys based on behavior, preferences, and demographics to deliver personalized experiences and reduce churn.
- Collaborated with the performance marketing team to align retention initiatives with customer acquisition efforts, optimizing campaigns to improve retention metrics.

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Chrysalis Institute, New York, NY – Director of Operations

March, 2010 - January, 2020

- Oversaw operational management at Chrysalis Institute, a pioneering provider of novel therapeutics for mood and cognition.
- Led a digital transformation initiative, migrating operations to a cloud-based platform that improved patient data management, enhanced collaboration across departments, and streamlined clinical workflows. This significantly reduced operational costs by 25% and increased patient throughput by 30%.
- Overhauled the CRM system with a focus on improving patient engagement and satisfaction, integrating personalized patient communication pathways and automated follow-up mechanisms, leading to a 35% increase in patient retention and a notable improvement in patient satisfaction scores.
- Developed and maintained CRM strategies, including lifecycle marketing programs and triggered campaigns based on customer behavior.

Education:

- Swarthmore College - B.A. Linguistics, Swarthmore, Pennsylvania

Skills:

Advanced CRM Expertise
Marketing Strategy
Coding Skills
Content Creation
Multi-channel campaign management
Data analytics and performance measurement
Cost-per-acquisition (CPA) optimization
Return on ad spend (ROAS) improvement
Customer segmentation and personalization
Predictive analytics for demand forecasting
Lead Scoring
Proving Attribution
Splitting ROI
Business Intelligence (BI) tools
Database design
Agile Development
Waterfall Development
B2B
Copywriting
Startup experience

Technologies:

Python
Ruby
Java
Django
MongoDB
HTML
CSS
HubSpot
SalesForce
Google Analytics
Looker
Tableau
Microsoft
MySQL
Google Ads
LinkedIn Ads
6Sense
SQL
MySQL
Apex Code
Visual Force