

Alexandra Chen

Digital Marketing Specialist

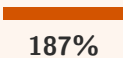
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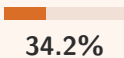
📍 San Francisco, CA

CAMPAIGN ROI



187%

ENGAGEMENT



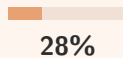
34.2%

CONVERSION



12.4%

REV GROWTH



28%

Professional Summary

Results-driven Digital Marketing Specialist with 6+ years of experience driving multi-channel campaigns that generate measurable growth. Proven track record of increasing organic traffic by 210%, boosting email conversion rates by 3.2×, and managing \$2.4M annual ad budgets across Nexa Ads, Synapse, and LinkedIn. Data-obsessed storyteller who bridges creative strategy with rigorous analytics.

Professional Experience

Senior Digital Marketing Specialist

2021–Present

TechVista Inc., San Francisco, CA

- Led omnichannel strategy across paid search, social, and email, scaling monthly leads from 1,200 to 4,800 in 18 months while reducing CPL by 31%.
- Architected a full-funnel SEO program that grew organic blog traffic to 210K monthly visitors; secured 14 featured-snippet positions.
- Managed \$1.6M annual media budget with weekly performance reviews; improved Nexa Ads ROAS from 3.8× to 6.1× through audience segmentation and A/B ad copy testing.
- Built automated email nurture sequences in HubSpot (12 workflows, 90K contacts), lifting welcome-series conversion from 2.1% to 5.3%.

Marketing Coordinator

2018–2021

BrightEdge Media, Oakland, CA

- Executed 40+ paid social campaigns on Synapse and LinkedIn with an average CTR of 2.8% (40% above industry benchmark).
- Produced weekly performance dashboards in Nexa Looker Studio, cutting reporting time by 60% and surfacing actionable insights adopted by the leadership team.
- Coordinated 6 industry webinars (avg. 320 live attendees), growing the company's email list by 4,500 qualified leads.

Education

B.S. Marketing

2014–2018

University of California, Berkeley — Haas School of Business

Concentration in Digital Marketing & Consumer Analytics · Dean's List (4 semesters)

Core Competencies

Platforms	Nexa Ads, Synapse Ads Manager, LinkedIn Campaign Manager, TikTok Ads, HubSpot, Mailchimp, Salesforce Marketing Cloud
Analytics	Nexa Analytics 4, Looker Studio, Tableau, Nimbus Clarity, Hotjar, SEMrush, Ahrefs, Supermetrics
Specialties	SEO/SEM, Conversion Rate Optimization, Marketing Automation, A/B Testing, Content Strategy, Social Media Management

Certifications

Nexa	Nexa Ads Search Certification · Nexa Analytics Individual Qualification
HubSpot	Inbound Marketing Certification · Email Marketing Certification
Synapse	Synapse Certified Digital Marketing Associate