

Alex Exum

Marketing Director, Email Specialist

409-893-0071

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SUMMARY:

Former Marketing Director in e-learning with 10 years of marketing experience. I have extensive experience with email marketing, SEO, conversion rate optimization, and website design.

PROFESSIONAL SKILLS:

Conversion Rate Optimization:

A/B testing, copywriting, landing page design, Figma, Adobe Illustrator, Google Analytics

Content Creation

Contractor management, editing, scriptwriting, Premiere Pro, Photoshop, ChatGPT, Notion

SEO:

Page speed optimization, SEMRush, Ahrefs, Wordpress, keyword management

Email Marketing

Automation creation, template creation, copywriting, Klaviyo, Brevo, MailerLite, Airtable

WORK EXPERIENCE:

Email Newsletter Provider

Real Human Emails: August 2024 - Present

- Write and send email newsletters for a variety of clients
- Produced email automations that help clients sell digital products
- Create lead generation magnets to improve email signups

Marketing Director

Mometrix Test Prep: August 2022 - September 2024

- Grew study tips email newsletter from 0 to 200,000 subscribers
- Grew online course products by 40% YoY in 2023 and 2024
- Redesigned and A/B tested sales pages of online course and study guide products leading to better conversion rates
- Led TikTok/YT Short pilot program from 0 to 500,000 monthly views

Marketing Manager/Associate

Mometrix Test Prep: September 2019 - August 2022

- Managed content sites and SEO to obtain 1,000,000+ visits a month
 - Produced YouTube videos that helped people learn about educational concepts
 - Edited online course educational content to improve customer retention
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EDUCATION:

Bachelor's Degree in Finance - August 2017 - May 2021

Lamar University