

Alex Navarro

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Summary: About Alex

With nearly two decades of proven success in digital marketing and demand generation, was voted the AMA Brand Marketer of the Year for Best B2B Branding, and have used account-based marketing (ABM) to generate over \$100 million in sales. HubSpot and Google AdWords certified and have led global teams of up to 15 marketing experts across all time zones in the United States and remotely in Asia and Europe. Wrote, designed, and published a line of marketing toolkits that educate entrepreneurs to execute start-to-finish marketing campaigns, reach customers, and grow revenue. Adaptable, hardworking, and competitive - committed to making each new campaign better than the last and providing measurable success for the brand.

Expertise: Software Tools & Platforms

Online Ads: Google, Bing, Social Media
Google: Suite, Analytics, GDS

SEO: SEM Rush, HotJar, Yoast
Creative: Adobe Suite, Canva

CRM: HubSpot, Salesforce
CMS: WordPress, Drupal

Additional Skills: Signature Strengths

- Leading Remote Teams
- Marketing Automation
- Paid Search Ads
- Display Advertising
- Outdoor Advertising
- Remarketing
- Account-Based Marketing (ABM)
- Media Buying
- Sponsorships
- Media Relations
- IPO Planning
- Search Engine Optimization
- Conversion Rate Optimization
- A/B Testing
- Competitive Research
- LTV & ROI Analysis
- Customer Journey Mapping
- Buyer Personas
- Content Calendars
- Copywriting
- Branding
- Project Management
- Social Media
- Email Marketing

Career Highlights

- Used account-based marketing (ABM) targeting CEOs and CTOs from companies with the highest revenue opportunities leading to over **\$100 million** in 5G network sales.
- Developed email nurturing campaigns and topic-specific retargeting ads to key decision makers leading to **\$23 million** in software sales.
- Utilized Google retargeting ads and new website UI/UX development that led to a **\$600,000** sale and earned a finalist nod for the AMA Marketer of the Year award.
- **Doubled conversions** from online ads by developing a revenue-based spending model and applying Google AI learning to target Ideal Customer Profiles.
- Tracked high-value contacts in HubSpot and targeted them with online ads and media sponsorships funneling over **\$11 million** into the Salesforce opportunity pipeline.
- Created an extensive marketing calendar with new and repurposed content, resulting in the highest number of inbound leads generated in a month, quarter, and year timeframe - up **612% year over year**.
- **Launched and grew the Betty Crocker product line** from regional participation to nationwide sales with various grocers, including Albertsons, Walmart, and Kroger.

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Experience

Mavenir *(March 2018 - Present)*

Rapid growth and consistent promotion at Mavenir have developed Alex as a metrics-driven, focused leader. He's led large teams to higher performance while fostering relationships through accountability and mentorship.

Senior Director, Global Marketing

Feb 2022-Present

- Lead the global team of in-house digital marketers, manage agencies in the US and India, and coordinate with PR and IT teams in Europe
- Oversee the strategy, development, execution, and tracking of all digital marketing efforts including the website, SEO, paid media, email, social media, and sponsorships (print, digital, outdoor, thought leadership content)

Director, Demand Generation Marketing

Sept 2020-Feb 2022

- Optimized team's bandwidth and budget by building out advertising campaigns based on business data, industry trends, competitor analysis and CPM reach
- Provided strategic direction for all creative assets during Mavenir's rebrand including new brand guidelines, digital and print designs, and sales collateral

Senior Manager, Marketing Operations & Analytics

Mar 2018-Sept 2020

- Utilized ultra-targeted account-based media buying practices based on audience demographic, geography, company, and lifecycle stage
- Created executive-level insights with Google Data Studio and HubSpot dashboards that allow for campaign monitoring on a daily, weekly, quarterly and annual basis to help develop sound forecasts in support of future marketing plans

The Dallas Morning News

Director of Content Marketing

Feb 2015 - Mar 2018

- Managed all day-to-day editorial operations and both in-house and outsourced content creators, copywriters, designers, videographers, and developers
- Supervised the planning and operation of all digital and print content produced to drive sales, increase engagement, and influence positive customer behavior

Nonpareil

Digital Marketing Director

April 2010-Feb 2015

- Developed national marketing strategies for Betty Crocker Fresh Produce
- Managed national campaigns (TV, radio, POP, online, print, billboards)

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Special Projects

Reply All and The Savvy Marketer's Guide

eBooks

Named a Killer Content Awards Finalist for “Measurable ROI” after repurposing one eBook into over 40 pieces of content across seven mediums and help increase revenue by 106%.

Edison on Main

Marketing Toolkits & e-commerce Website

Wrote, designed, and published a line of marketing toolkits that educate entrepreneurs to execute start-to-finish marketing campaigns, reach customers, and grow revenue.

Honors & Awards

Marketer of the Year: B2B Branding
American Marketing Association (AMA)

Business Excellence Award
Mavenir

President's Club Award
Dallas Morning News

Testimonials

“Alex develops innovative strategies and solutions, making a substantial contribution to the continued growth of the organization. He can transfer a vision into execution, and as a result, his data drives much of the marketing agenda.”
SVP, Marketing

“Alex works on many tasks at once, yet still has a strategy and purpose from step one. He’s a high performer, deeply committed to the brand, and constantly pushes himself and his team to learn more, be better, and make a real difference.”
VP, Marketing

“Alex implemented a comprehensive set of automated workflows to improve customer targeting through lead scoring to optimize our time and advertising budget.”
Supervisor

“Alex is a high performer and constantly pushes himself to learn more, be better, and make a real difference for the brand. He is a joy to work with and brings unmatched enthusiasm to the office every single day.”
Colleague

Education

Pepperdine University: B.A. Marketing

Southern Methodist University: Advanced Marketing Certificate

Other Interests & Activities

A California native who has lived overseas in Europe, in the Middle East, and back in Texas before calling the foothills of Boise, ID home. Volunteered as an English Second Language teacher for children in the Big Brother/Big Sister program while studying abroad in Italy and as a Youth Soccer Coach for the YMCA. And enjoys watching and playing sports, supports diversity and inclusion, has traveled to over 20 countries, and loves spending time with his wife (Liz) and his three daughters (Lucy, Phoebe, and Georgia).