

Alex Navarro

Growth Marketing · Demand Generation · AI-Driven Business Intelligence

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SUMMARY

Nearly two decades of proven success across telecommunications, technology, SaaS, media, CPG, and agency environments. Voted **AMA Brand Marketer of the Year** for Best B2B Branding and have used account-based marketing to generate over **\$100 million in sales**. Led global marketing teams across the United States and remotely in Asia and Europe, optimizing multimillion-dollar marketing investments and translating complex performance data into AI-enabled insights and measurable business outcomes.

LEADERSHIP STRENGTHS

Go-To-Market Strategy	Customer Acquisition	Market Expansion
Demand Generation	Sales Enablement	AI-Enabled Analytics
Competitive Intelligence	Executive Reporting	Pricing & Offer Strategy
Segmentation & ICPs	Attribution & ROI	Referral & Partner Programs

CAREER HIGHLIGHTS

\$100M+	in 5G network sales through ABM targeting C-suite and enterprise accounts.	\$23M	in software sales via email nurture and decision-maker retargeting.
612%	YoY growth in inbound lead volume with an integrated content engine.	2,700%	increase in client leads while cutting media spend 20% via precision ICPs.
1,200%	first-year ROI on a flagship integrated advertising campaign.	\$150M	network infrastructure investment supported with go-to-market direction reaching 175,000+ residents and businesses.

PROFESSIONAL EXPERIENCE

Navarro Consulting	Fractional CMO	JUN 2026 – PRESENT
- Provide fractional CMO leadership to organizations looking to level-up their marketing strategy, generate demand, and drive revenue. - Transform clients' marketing with AI-enabled programs and automation that sharpen targeting, accelerate execution, and improve performance and ROI.		
Bluepeak	Director, Go-To-Market Strategy	MAY 2025 – JUN 2026
- Built the enterprise framework guiding where Bluepeak invested resources, which customers to target, what offers to deploy, and how to respond to competitors across residential, MDU, commercial, and new-market expansion on a multi-state fiber footprint. - Designed a market investment modifier to allocate annual budget by market need, sales goals, churn risk, and competitive pressure, layered with ICP segmentation to tailor offers across audiences. - Directed acquisition campaigns across OOH, TV/CTV, radio, direct mail, email, SMS, digital, and events; launched affiliate, MDU property-manager, employee, and mover-trigger programs using third-party address data to win customers ahead of competitors. - Built AI-enabled business intelligence using Claude and Agent.ai, automating competitive monitoring, sentiment analysis, and performance-gap detection to power a rapid-response playbook and real-time executive insights.		
Square 2	Director of Campaign Strategy	APR 2023 – MAY 2025
- Led senior agency experts building go-to-market strategies through multi-channel campaigns spanning paid media, events, print, sponsorships, DOOH, social, email, and content for growth-focused clients. - Developed an AI-powered lead-forecasting model and ROI calculator using industry benchmarks to project leads, revenue, and expected performance against campaign budget. - Built detailed ideal customer profiles and segmentation models for SaaS and online-learning clients, sharpening audience targeting to improve lead quality and strengthen the sales pipeline.		

Mavenir Senior Director, Global Marketing

MAR 2018 – MAR 2023

- Led a global team of digital marketers across U.S. time zones and remote teams in Asia and Europe while managing agencies in the U.S. and India and coordinating PR and IT partners in Europe.
- Architected the global ABM program targeting C-suite buyers, funneling \$11M in high-value contacts into the Salesforce pipeline through targeted media and sponsorships.
- Provided strategic direction for Mavenir's rebrand, new brand guidelines, digital and print creative, sales collateral, and executive-facing marketing assets.

The Dallas Morning News Director of Content Marketing

FEB 2015 – MAR 2018

- Managed day-to-day editorial operations and in-house and outsourced content creators, copywriters, designers, videographers, and developers.
- Supervised digital and print content programs designed to drive sales, increase engagement, and influence positive customer behavior.

Nonpareil Digital Marketing Director

APR 2010 – FEB 2015

- Developed national marketing strategies for Betty Crocker Fresh Produce, growing the line from regional participation to nationwide sales with Albertsons, Walmart, and Kroger.
- Managed integrated campaigns across TV, radio, point-of-purchase, online, print mailers, coupons, billboards, and retail channels.

SPECIAL PROJECTS

Reply All & The Savvy Marketer's Guide eBooks

Named a **Killer Content Awards Finalist** for Measurable ROI after repurposing one eBook into 40+ pieces of content across seven mediums, helping increase revenue by 106%.

Edison on Main

Wrote, designed, and published a line of marketing toolkits and e-commerce resources that educate entrepreneurs on executing start-to-finish marketing campaigns.

EDUCATION

Pepperdine University

B.A., Marketing

University of Pennsylvania

AI Applications in Marketing & Finance

Southern Methodist University

Advanced Marketing Certificate

HONORS

- ◇ **AMA Marketer of the Year**, B2B Branding
- ◇ **Business Excellence Award**, Mavenir
- ◇ **President's Club Award**, The Dallas Morning News

CERTIFICATIONS & PLATFORMS

HubSpot	Google Ads	Google Analytics	Tag Manager	Salesforce	Pardot	Keap	SEMrush	HotJar	WordPress
Drupal	Adobe Suite	Canva	Claude	agent.ai	Gemini AI	Google / Bing / Meta / LinkedIn Ads			