






ALEX NAVARRO

-  (916) 749-5344
 -  alnavarro1@gmail.com
 -  Boise, ID
 -  [/in/meetalexnavarro](https://in.meetalexnavarro)
 -  meetalexnavarro.com
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EXPERTISE

- + CRM: HubSpot, Salesforce
 - + Creative: Adobe Suite, Canva
 - + Online Ads: Google, Bing
 - + Social Media Advertising
 - + Google: Suite, Analytics, GDS
 - + CMS: WordPress, Drupal
 - + SEO: SEM Rush, HotJar, Yoast
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EDUCATION

- SOUTHERN METHODIST UNIVERSITY**
Advanced Marketing Certificate
- PEPPERDINE UNIVERSITY**
BA, Advertising & Marketing

EXPERIENCE

Mavenir

Dallas, TX — March 2018 - Present

Rapid growth and consistent promotion at Mavenir has developed me as a metrics-driven, focused leader. I've led large teams to higher performance, while fostering relationships through accountability and mentorship.

SENIOR DIRECTOR OF 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, marketing automation, and sponsorships (print, digital, outdoor, thought leadership content)

Key Accomplishments

-  Account-based marketing targeting CEOs and CTOs from companies with the highest revenue opportunities led to over **\$100 million** in 5G network sales.
-  Email nurturing and campaign-specific retargeting through online advertising to key decision makers led to **\$23 million** in software sales.



"Alex develops innovative strategies and solutions, resulting in a substantial contribution to the continued growth of the organization. He demonstrates an ability to transfer a vision into execution, and as a result, his data drives much of the marketing agenda." SVP, Marketing

DIRECTOR OF 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

Key Accomplishments



-  Google retargeting and new website UI/UX development 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.

SR MANAGER, MARKETING & 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 through 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

Key Accomplishments

-  Tracked and targeted high-value leads in Hubspot to funnel over **\$7 million** into the Salesforce opportunity pipeline.
-  Media sponsorship and online ads targeting Chief Technology Officers generated **\$4 million** into the sales pipeline.

ALEX NAVARRO

SKILLS

- + Marketing Automation
- + Paid Search
- + Display Advertising
- + Outdoor Advertising
- + Remarketing
- + Account-Based Marketing
- + 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
- + Leading Remote Teams

EXPERIENCE *continued*

Dallas Morning News, *Dallas, TX* 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

Key Accomplishments

- ★ By creating an extensive marketing calendar with new and repurposed content, we saw the highest number of inbound leads generated in a month, quarter, and year timeframe - **up 612%** year over year.
- ★ Won the **AMA Marketer of the Year** award for Best B2B Branding after launching two new sub-brands for the Dallas Morning News.

Nonpareil, *Blackfoot, Idaho* 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)

Key Accomplishments

- ★ **Launched and grew Betty Crocker product line** from regional participation to nationwide sales with various grocers, including Albertsons, Walmart, and Kroger.

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*

edisononmain.com

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

TESTIMONIALS

"Alex works on many tasks at once, yet still has a strategy and a purpose from step one. He is a high performer, deeply committed to the brand, and constantly pushes himself, and the 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*