

ALEXANDRA MORRISON

Marketing and Communications

Chicago, IL 60622 | morrison.alexandra@outlook.com | 773.816.3064
linkedin.com/in/morrisonalexandra | alexandramorrisonmarketing.com

Versatile marketing professional with 10 years of experience across marketing and customer success. Skilled in content creation, campaign management, and cross-functional collaboration.

EDUCATION

University of Amsterdam, Amsterdam, Netherlands

Master of Science (M.S.), Communication Science (Concentration: Corporate Communication), August 2023

Bentley University, Waltham, MA, United States

Bachelor of Science (B.S.), Information Design and Corporate Communication, October 2012

PROFESSIONAL EXPERIENCE

Capstone Logistics | Chicago

Associate Marketing Manager

May 2019 – Jan 2022

- **Content Creation:** Consistently produced over 20 high-impact marketing and sales assets monthly, including case studies, blog posts, press releases, and tailored RFP responses.
- **Campaign Management:** Planned and oversaw multi-channel campaigns encompassing email marketing, paid advertising, social media marketing, public relations, and sales enablement.
- **Social Media Management:** Led all aspects of social media strategy across all Capstone brands, from planning and content creation to executing paid advertising campaigns. Successfully grew brand presence and engagement across platforms, driving a 60% increase in follower engagement.
- **Website Administration:** Led the development, maintenance, and optimization of the company website.
- **Vendor Management:** Collaborated with third-party vendors, including ad agencies, designers, and video production teams, ensuring quality output and timely project.

Ventiv Technology | Chicago

Customer Marketing Manager

Mar 2017 – Feb 2019

- **Customer Communications:** Collaborated with cross-functional teams to devise and implement customer-centric campaigns to enhance customer satisfaction, loyalty, and retention.
- **Customer Advocacy Marketing:** Launched a customer advocacy program to secure client participation in case studies, testimonials, and other client-generated marketing, increasing the rate of customer advocacy from 15% to 22% and driving Net Promoter Scores of participating customers by 9%.
- **Social Media Management:** Managed social media with responsibility for strategy and content creation.

Client Delivery Lead

Aug 2016 – Mar 2017

- **Customer Success:** Managed 50+ client accounts, delivering comprehensive client training, driving adoption, and identifying avenues for value enhancement and revenue expansion.
- **Project Management:** Directed the implementation of complex software solutions, handling project lifecycles and issue resolution.

Kaul Sales Partners | Chicago

Account Manager

Nov 2015 – Apr 2016

- **Email Marketing Strategy:** Worked with clients to devise tailored email marketing strategies.
- **Customer Success:** Directed internal teams on campaign deliverables and conducted regular meetings with clients to review campaign results, gather feedback, and refine strategies.
- **Salesforce Administration:** Served as primary Salesforce administrator.

Placester | Boston

Marketing Consultant (Sales)

May 2015 – Aug 2015

- **Consultative Sales:** Advised real estate brokers on digital marketing services to enhance their online presence, including content marketing, SEO optimization, advertising, and email marketing solutions.

Boston Technologies | Boston

Account Executive

Jan 2013 – Feb 2015

- **Account Management:** Successfully managed a portfolio of 50+ client accounts, serving as the primary point of contact and handling all onboarding, training, and issue resolution.
- **Inside Sales:** Leveraged a proactive approach to identify upsell and cross-sell opportunities.
- **Salesforce Administration/Onboarding:** Served as Salesforce administrator with responsibility for onboarding and account management workflows.

Sales and Marketing Intern

May 2012 – Dec 2012

- **Marketing and Sales Support:** Supported the sales and marketing teams with market research, content creation, and website management.

TECHNICAL SKILLS

CRM/MA	Design	Analytics	Advertising	Web/CMS
HubSpot	Adobe Photoshop	Google Analytics	LinkedIn	SEO/SEM
Salesforce	Adobe InDesign	Tableau	Facebook	WordPress
Zoho CRM/Social	Adobe Illustrator	SPSS	Instagram	MODX
MailChimp	Adobe Acrobat	Python (basic)	Google Ads	HTML/CSS (basic)
	Canva			