

ALEXANDRA MORRISON

Marketing and Communications

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

Versatile B2B marketer with ten years of experience spanning marketing and customer success. Skilled in content creation, project management, and cross-functional collaboration. Proven track record of executing successful multi-channel campaigns and fostering strong relationships with clients and partners.

PROFESSIONAL EXPERIENCE

Capstone Logistics | *Third-party logistics and supply chain solutions*

Chicago, IL

Associate Marketing Manager

May 2019 – Jan 2022

- **Content Creation:** Developed targeted content for diverse audiences, including blog posts, case studies, newsletters, press releases, and sales materials
- **Campaign Management:** Coordinated multi-channel campaigns (social media, email, web content, public relations, sales enablement) in support of marketing objectives
- **Sales Enablement:** Developed and designed 10-20 compelling sales presentations and RFP responses monthly in collaboration with sales, incorporating data-driven insights and client-focused messaging
- **Social Media Marketing:** Oversaw end-to-end social media management for Capstone and its subsidiaries (LoadDelivered and Logistical Labs), achieving a 160%+ increase in overall follower engagement on Capstone LinkedIn within six months
- **Website Management:** Spearheaded web content development and prepared weekly performance reports
- **Vendor Management:** Managed third-party vendors, including ad agencies, designers, and video production teams, ensuring quality output and timely project delivery

Ventiv Technology | *Risk management and claims administration software*

Chicago, IL

Customer Marketing Manager

Mar 2017 – Feb 2019

- **Customer Communication:** Collaborated with cross-functional teams to devise and implement customer-centric campaigns to drive engagement and grow existing customer revenue
- **Customer Advocacy Marketing:** Spearheaded an advocacy marketing program, increasing customer participation by 47% and improving Net Promoter Scores (NPS) of participants by 9% in the pilot program
- **Content Creation:** Partnered with customers to develop user-generated content, including blogs, videos, and case studies, highlighting customer success stories
- **Social Media Management:** Managed social media with responsibility for strategy and content creation
- **Event Marketing:** Contributed to the planning and execution of client conferences and advisory board events, overseeing promotion, client outreach, and coordination of client speaking engagements

Client Delivery Lead

Aug 2016 – Mar 2017

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

Kaul Sales Partners | *Sales and marketing consulting*

Chicago, IL

Account Manager

Nov 2015 – Apr 2016

- **Email Marketing Strategy:** Coordinated meetings with clients to develop tailored campaign messaging 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 | *Digital marketing solutions for real estate professionals*

Boston, MA

Marketing Consultant

May 2015 – Aug 2015

- **Consultative Sales:** Advised real estate brokers on digital marketing services, including content marketing, SEO, advertising, and email marketing solutions

Boston Technologies | *FX trading technology and liquidity*

Boston, MA

Account Executive

Jan 2013 – Feb 2015

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

EDUCATION

University of Amsterdam, Amsterdam, Netherlands

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

Bentley University, Waltham, MA

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

TECHNICAL SKILLS

CRM/MA

HubSpot
Salesforce
Zoho CRM/Social
MailChimp

Design

Adobe Photoshop
Adobe InDesign
Adobe Acrobat
Adobe Illustrator
Canva

Advertising

LinkedIn
Facebook
Instagram
Google Ads

Web/CMS

SEO/SEM
WordPress
MODX
HTML/CSS (basic)

Analytics

Google Analytics (GA4)
Tableau
SPSS
Python (basic)