



# Alex Kleinman

## Digital Marketing & UX Design

Creative and analysis-oriented full-stack digital marketing specialist with 7 years of experience creating engaging content, designing organic growth strategies, and implementing high-conversion sales funnels. Skilled in graphic design, user interaction design, copywriting, and email marketing. Adept at SEO, data analytics, and paid advertising campaigns.



## EXPERIENCE

2017 to Present  
Rochester, NY

### FREELANCE

#### Digital Marketing & Web/UX Design

Helping small businesses realize their potential through user-centered web design and omnichannel marketing initiatives.

- Educate clients with in-depth consultations that connect the dots between their brand vision, website design, and long-term marketing goals.
- Put clients in control by creating customized data analytic dashboards based on their needs.
- Increase conversions by utilizing heatmaps and Google Analytics to uncover hidden pain points in the customer experience.
- Facilitate growth with in-depth instructions on CMS-based omnichannel marketing opportunities tailored to each business.

March 2019 - Feb 2024  
Rochester, NY

### KARMA SAUCE

#### Digital Content & Design

Responsible for the development of all direct-to-consumer digital sales for the Karma Sauce brand.

- Utilized a broad set of creative tools to create unique, engaging content that resulted in a 377% yoy average increase in organic Instagram followers and a 59% yoy average increase in organic Facebook followers.
- Employed UX design principles to restructure company website and decrease user frustration. These modifications synergized with new marketing initiatives to deliver 88% yoy average sales growth.
- Implemented meticulously planned Email marketing campaigns and automations that increased yoy average sales by 27%.
- Pro-actively optimized company-wide operations by implementing a Material Requirements Planning system, drastically reducing human error at multiple touchpoints in the manufacturing process.



## EDUCATION

Online

### U OF C SAN DIEGO

Interaction Design

Halifax, Nova Scotia

### UNIVERSITY OF KINGS COLLEGE

BA with Honours, English and Cultural Studies



## REFERENCES

Don Maxwell

Sales & Marketing Manager, Karma Sauce

Phone : (585) 402 4737

Email : don@karmasauce.com

Susan Conley Goltz

Editor-in-Chief, DesignNY Magazine

Phone : (716) 983 1378

Email : susan@designnymagazine.com

## STRENGTHS

### Marketing

### UX

Content	██████	Information Design	██████
Social Media	██████	Ideation	██████
Email	██████	User Journeys	██████
SEO	██████	Funnel Optimization	██████
Paid Digital	██████	A/B Testing	██████

### Toolbox

Photoshop	██████	Shopify	██████
Illustrator	██████	Squarespace	██████
After Effects	██████	Wordpress	██████
Premier Pro	██████	Meta Business	██████
Effect House	██████	Google Ads	██████
Mailchimp	██████	" MyBusiness	██████
Klaviyo	██████	" Analytics	██████
CSS	██████	" Search Console	██████
HTML	██████	Hootsuite	██████
Javascript	██████	Loomly	██████

### Soft Skills

Creativity	██████	Time Mgmt	██████
Leadership	██████	Communication	██████
Interpersonal	██████	Adaptability	██████
Work Ethic	██████	Problem-Solving	██████
Attn to Detail	██████	Teamwork	██████

## ACCOMPLISHMENTS

### Digital Sales

Increased organic B2C Shopify sales for Karma Sauce by 1400%.

### Social Media

Oversaw 10,000+ organic social media follows across all channels.

### Problem Solving

Spearheaded implementation of Material Requirements Planning system to optimize company wide communication and coordination.

## CONTACT

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