

# **STRENGTHS**

# **Marketing**

Content Social Media Email SEO Paid Digital

Information Design Ideation User Journeys A/B Testing



### Toolbox

Photoshop Illustrator After Effects **Premier Pro** Effect House Mailchimp Klaviyo **CSS** нтмі

Javascript



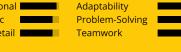
Shopify Squarespace Wordpress Meta Business Google Ads " MyBusiness



### **Soft Skills**

Creativity Leadership Interpersonal I Work Ethic Attn to Detail

Time Mgmt Communication



# **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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## Website

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# 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 usercentered 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 arowth.
- · 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

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## Susan Conley Goltz

Editor-in-Chief, DesignNY Magazine

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