



ALEX JACKMAN

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Turning brands into friends and audiences into communities.

Experience

Digital Marketing Manager

Springer's Jewelers | 2017-Present

Owning customer acquisition and retention in the digital space. Developing and executing the digital strategy based on established KPIs and company-wide goals, allocating the budget to meet those goals.

- Established a six-figure e-commerce channel
- Increased PPC click-through rate by 200%
- Executed in-house website redesign/replatform

Digital Marketing Coordinator

Springer's Jewelers | 2014-2017

- Establish a digital identity for the brand
- Executing messaging across digital platforms
- Creating and sourcing social media content
- Managed a Mailchimp > Klaviyo migration.
- Plan/Design email campaigns & automated flows
- Grew mailing list subscribers by over 300%

Field Organizer

Mainers United For Marriage | 2012

- Community building and leadership development
- Recruiting, training and managing volunteers
- Voter persuasion & retention conversations

Education

New England School of Communications

2010-2014 | Marketing Communications

Google Analytics Individual Certification (2018)

Skills

Brand Development
Customer Acquisition
Email Marketing
Graphic Design
Paid Search
Social Media
Tap Dancing

Tools

Adobe Creative Suite
Facebook Ads
Google Ads
Google Analytics
HTML/CSS
Instagram Ads
Klaviyo
Magento
Mailchimp
Pinterest Ads
Shopify
Squarespace
Twitter Ads
Wordpress

References

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