

**Alexys Moore, MBA**

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## **Sr. Digital Marketing Specialist**

### **Performance-Driven | Brand Marketing & Communications**

Brand marketing professional with an MBA and a track record of shaping narratives that grow awareness, strengthen positioning, and connect with audiences across channels. Known for bridging creativity with analytics to deliver double-digit engagement growth across multimillion-dollar campaigns. Experienced in building brand strategies that balance creativity with data, from messaging frameworks and campaign planning to influencer partnerships and content development. Skilled at turning consumer insights into campaigns that drive engagement and loyalty, while aligning cross-functional teams behind a cohesive brand voice. Known for clear communication, collaborative leadership, and the ability to translate strategy into work that resonates in the market.

### **Key Competencies**

- **Brand Strategy & Positioning:** building narratives, market differentiation, and value proposition development
- **Messaging & Storytelling:** creating clear, compelling, and consistent communication across channels
- **Corporate Communications & Executive Messaging:** crafting leadership communications and brand narratives for stakeholders
- **Crisis & Reputation Management:** managing sensitive messaging and protecting brand integrity
- **Integrated Marketing Communications (IMC):** campaign planning, content strategy, and brand alignment
- **Content Development & Editorial Strategy:** building editorial calendars, thought leadership, and brand voice consistency
- **Consumer Insights & Market Research:** translating data into audience-focused brand decisions
- **Digital & Social Media Strategy:** cross-channel engagement, audience growth, and brand presence
- **Influencer & Partnership Marketing:** creator collaborations, UGC, and authentic brand storytelling
- **Analytics & Performance Reporting:** GA4, Tableau, Looker; turning metrics into actionable insights
- **Cross-Functional Leadership:** aligning creative, product, and marketing teams around brand goals
- **Project & Campaign Management:** managing timelines, briefs, and deliverables under tight deadlines

### **Professional Experience**

#### **LUMENS – Sr. Digital Marketing Specialist**

Sacramento, CA | Aug 2022 – Present

- Crafted and unified brand messaging across digital, social, and influencer channels, ensuring voice and positioning consistency while driving a 15% YoY increase in customer acquisition.
- Strengthened brand partnerships and communication strategy by renegotiating affiliate placements with Honey, Capital One, and Slickdeals, boosting ROAS by 10%.
- Led influencer and UGC campaigns that delivered a 38% lift in engagement, expanding reach, and strengthening the brand through authentic storytelling and creator collaborations.
- Developed cross-channel reporting in GA4 and Looker, translating performance data into clear narratives that shaped leadership's brand and communication strategies.
- Streamlined campaign workflows, reducing launch timelines by 30% and ensuring consistent, timely brand communications across teams and channels.
- Directed quarterly brand planning, aligning creative, product, and marketing teams to deliver integrated campaigns tied to seasonal initiatives and promotional cycles.
- Tested and refined campaign messaging, visuals, and landing pages, sharpening brand voice and resonance with audiences to achieve a 22% lift in CTR and 19% increase in email conversions.
- Mentored junior marketers and guided cross-functional partners, reinforcing consistent brand storytelling and building team-wide communications alignment.

## Education

### **Master of Business Administration (MBA)**

Chico State University · 2020–2022

### **Bachelor of Science, Business Administration – Management**

Chico State University · 2016–2020

## Certifications

- Google Ads Search
- Google Analytics (GA4)
- Google Video
- Impact PXA (Affiliate Marketing)

## Tools & Platforms

- **Brand & Creative:** Canva, Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Lightroom, Premiere Pro), Figma, Prezi, Penji
- **Social Media & Engagement:** Instagram, TikTok, YouTube, Pinterest, Facebook, X (Twitter), LinkedIn, LTK, ShopMy, Hootsuite, Buffer, Sprout Social, TikTok Shop
- **Digital Advertising & Paid Media:** Meta Ads Manager (Facebook/Instagram), Google Ads (Search, Display, Shopping/PLA, YouTube), Bing Ads, Pinterest Ads, LinkedIn Ads, Programmatic (StackAdapt, DV360), SEO/SEM
- **Affiliate & Partnership Marketing:** Impact, Rakuten, FMTC, Awin, ShareASale, Commission Junction (CJ), Honey, Capital One Shopping, RetailMeNot, Skimlinks
- **CRM, Email & Lifecycle Marketing:** HubSpot, Klaviyo, Mailchimp, Salesforce, Marketo, Pardot, Eloqua, Constant Contact, Iterable
- **Analytics, Research & Testing:** Google Analytics (GA4, Universal Analytics), Looker, Tableau, Power BI, Hotjar, Mixpanel, Adobe Analytics, SQL, GTM (Google Tag Manager), UTM Tracking, SurveyMonkey, Qualtrics, SEMrush, Moz, Ahrefs, Optimizely, CrazyEgg
- **Collaboration & Project Management:** Asana, Jira, Trello, Monday.com, Confluence, SharePoint, Slack, Microsoft Teams, Zoom, G Suite (Google Workspace), Microsoft Office/Office 365
- **Web & Content Management:** WordPress, Wix, Squarespace, Shopify, Magento, HTML/CSS, CMS platforms