



ALEXA DEDMON

Project Manager

San Francisco, CA
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PROFESSIONAL OBJECTIVE

To use my experience and skill set to find sustainable and empowering solutions to the most pressing issues we face today.

SKILLS

Project Management
SEO
Email Marketing
Paid and Organic Social
Inbound Marketing Strategy

EDUCATION

Vanguard University of Southern California
2012 - 2014
Bachelor of Arts, Business Administration

CERTIFICATES

Hubspot Technical Certificate
Hubspot Inbound Marketing Certificate
Hubspot Email Marketing Certificate

RELEVANT EXPERIENCE

Communication: 150 hours cross-cultural training
Computer Skills: Microsoft Office, Adobe Suite, Social Media Platforms, and PM platforms
Interpersonal: Effectively worked in teams and able to communicate with colleagues, customers, and clients
Leadership: Held Children's and Youth Community mentor and Head Event Coordinator positions

WORK EXPERIENCE

Project Manager

Guru Media Solutions
April 2017 - present

- Facilitate and manage campaigns and the other cross-functional programs from planning through execution, ensuring all activities and deliverables are met and synchronized to deliver a high-quality customer experience.
- Manage creative, paid media, SEO, organic social, and intern teams.

Inbound Marketing Associate

Kreative Webworks
February 2016 - May 2017

- Proactively and strategically manage, test, improve, and measure inbound marketing performance while working to increase campaign performance.
- Content developer for inbound campaigns, social, and blog posts aimed at driving lead generation, online visibility, and user engagement.
- Manage and execute marketing automation and email campaigns. Building out landing pages, workflows, creating rules for email list segmentation, etc.
- Manage and update client website content. Execute on-page SEO tactics.
- Perform SEO and competitor research. Manage and promote content through client social media accounts like Twitter, LinkedIn, Facebook & Google+.
- Contribute to and manage the execution of editorial calendar driven content and the creative production process.
- Have a data driven approach with a solid understanding in conversion rate optimization, paid user acquisition, web analytics, etc.
- Compile weekly and monthly reporting and analysis.