

Alec Kirby

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Motivated and results-oriented marketing manager with 10+ years of experience driving operational growth, strengthening brand reputation, and deepening stakeholder engagement across consumer industries. Highly skilled in managing creative omnichannel campaigns, driving organizational change, and optimizing operations by developing emerging marketing solutions that drive benefits for businesses and consumers. Demonstrates expertise in guiding initiatives to achieve aggressive goals while displaying high creativity and strong analytics to ensure the successful delivery of key business objectives.

KEY COMPETENCIES

Digital Campaign Management ▪ Social Media Marketing ▪ SEM Strategies ▪ Content Creation & Copywriting
Email Marketing ▪ Automation ▪ Data Analysis & Reporting ▪ Budget Management ▪ Reputation Management ▪ Market Research

KEY ACHIEVEMENTS

- Increased averaged SEO visibility by 147% and organic site traffic by 125% within six months for a client
- Improved engagement of a client's paid social campaign by 16% by adjusting target audiences and leveraging 1st part data
- Optimized a client's Google Ads account, increasing click-through rate by 8.01% and conversion rate by 4.36% while dropping their average cost/conversion by \$46.20 within 30 days
- Decreased a client's average cost per lead by 15.4% while increasing their reach by 63% through strategic campaign adjustments
- Increased a client's ROAS by 12% through continued optimizations to their Google Ads account over a 60-day period

PROFESSIONAL EXPERIENCE

Digital Manager, AdPro, Colorado Springs, CO

2023 – Present

- Lead digital marketing team in executing integrated digital advertising campaigns, increasing lead generation and conversion rates year-over-year
- Implement social media marketing strategies that enhance brand visibility and engagement, resulting in growth in social media followers and engagement metrics
- Oversee web development projects from concept to completion, ensuring SEO best practices to improve organic traffic
- Collaborate cross-functionally to optimize campaign performance and refine targeting and messaging strategies
- Manage digital advertising budgets for maximum ROI, conducting performance analyses to optimize cost per acquisition and return on ad spend

Senior Digital Strategist, The BARK Firm, Casper, WY

2019 – 2023

- Led SEM strategy encompassing SEO, PPC campaign management, and programmatic display, shopping, and video advertising, increasing organic search traffic and PPC campaign ROI
- Enhanced keyword research and technical SEO analysis, resulting in a reduction in bounce rates and increased user engagement
- Executed email and social media marketing campaigns, improving social media followers and email open rates through targeted content strategies
- Utilized data-driven insights to build custom reports and analyze performance metrics, translating data into actionable insights that guided strategic decisions and campaign optimizations
- Managed client accounts with a focus on clear, daily communication, ensuring alignment with their business objectives and KPIs

Digital Marketing Strategist, Miracle Method Surface Refinishing, Colorado Springs, CO

2018 – 2019

- Developed a comprehensive digital marketing program for franchise owners, overseeing SEM campaigns and optimizing strategies across SEO, PPC advertising, programmatic display, video advertising, and paid social media marketing
- Collaborated with web development teams to integrate SEO best practices, resulting in improved organic search rankings and website visibility across key search engines
- Oversaw vendor management, negotiating contracts that reduced costs while enhancing service delivery

- Achieved an increase in lead generation and cost-per-acquisition metrics through targeted campaign optimizations
- Implemented training programs for franchisees on digital marketing best practices to implement effective marketing strategies independently

Digital Marketing Strategist, IntelliTec College, Colorado Springs, CO

2017 – 2018

- Led a comprehensive digital marketing strategy integrating vendor management, social media marketing, content creation, copywriting, and landing page development (UX/UI) to enhance brand visibility and student engagement
- Implemented data analysis and reporting techniques to optimize campaign performance, achieving significant growth in online inquiries and social media followers
- Managed digital advertising budget, resulting in a reduction in cost per lead acquisition
- Collaborated with design and development teams to ensure seamless execution of digital campaigns and initiatives to achieve student recruitment goals
- Developed content strategies aligned with SEO best practices, driving an increase in organic search traffic

Marketing Manager, Chick-fil-A, Buena Park, CA

2014 – 2017

- Directed all customer engagement initiatives, including point-of-sale (POS) materials management, local public relations, and social media marketing
- Executed geotargeted promotions and local advertising campaigns, driving foot traffic and increasing sales year-over-year
- Designed graphic assets and marketing collateral, maintaining brand consistency and improving brand recognition within the local community
- Oversaw community outreach initiatives and event planning efforts, fostering partnerships with local organizations and achieving an increase in engagement metrics

EDUCATION

Master of Business Administration in Business, Management, Marketing & Related Support Services, Grand Canyon University

Bachelor of Science in Business Marketing, California State University Fullerton, Mihaylo College of Business & Economics

Associate of Science in Business Administration & Management, Cypress College

Certificate in Leadership, Focus Leadership Institute