

# ALEXANDER WALLACE

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[LinkedIn](#) 



## PROFILE

A strategic marketer who drives results for B2B companies in dynamic industries. Specialize in translating complex information into compelling stories and campaigns that generate leads and influence target audiences. Strengths include developing content and amplifying key messages through multichannel marketing programs.

**Portfolio samples are available at [www.wallace.marketing](http://www.wallace.marketing).**



## EXPERIENCE

### Director of Marketing | Boston Engineering

*March 2014 – December 2020*

Responsible for all marketing planning, implementation, and budgeting for the provider of product development consulting and PTC/ThingWorx digital transformation software and solutions.

- Accounted for 28% of the company's sales pipeline and generated millions of dollars in revenues via high-impact marketing programs for three business units.
- Developed "stories" that address key audiences throughout the lead generation and sales process. Created messaging for target customer personas (e.g., c-level executives, technical/engineering directors, etc.).
- Integrated traditional marketing (e.g., web pages and e-mail), inbound marketing (e.g., SEO, digital ads, and social media), and new capabilities (e.g., augmented reality applications/experiences).
  - Created e-books, videos, 100+ case studies, web content/landing pages, ads (PPC, online, and print), and webinar presentations.
  - Developed multi-touch e-mail campaigns (e.g., lead nurturing, account re-engagement, etc.) via e-mail automation and CRM list segmentation.
  - Designed and managed social media campaigns (paid and organic).
  - Exceeded industry benchmarks – including an annual Google Ads CTR that is 33% higher than the industry average (source: WordStream).
- Led weekly sales meetings to review campaigns and associated content.
- Tracked, measured, and calibrated all marketing programs.

### Marketing Strategist | Wallace Marketing Communications

*February 2013 – March 2014*

Provided freelance/contract marketing services.

- Wrote reports, bylines, blog posts, and collateral for AT&T, Citizens Bank, Dell Computers, Hitachi IT Consulting, and other brands.
- Implemented Tufts Health Plan communications targeting healthcare providers, which included surveys, presentations, newsletters, and e-mail campaigns.

## **Content Marketing Manager/Marketing Manager | L.E.K. Consulting**

*January 2010 – February 2013*

Planned and executed marketing programs for the management consulting firm's 11 U.S. industries – including private equity and business services.

- Developed 70+ branded reports. Wrote bylines published in *Bloomberg Businessweek*, *Harvard Business Review*, and *Huffington Post*.
- Wrote 150+ pages of website copy and case studies, as well as sales collateral, ads, and videos.
- Developed e-mail campaigns and optimized SEO to promote L.E.K. content.
- Launched L.E.K.'s recruiting blog, which included working with employees across four continents to develop 110+ video and print blog posts. Served as the corporate voice in all social media channels.
- Increased social media followers and engagement 1,400%.

## **Account Director | Racepoint Group**

*August 2008 – August 2009*

Served as the primary team leader for five technology accounts.

- Increased website traffic 300% for online banking auction site MoneyAisle via coverage including CNBC, FOX News, and *The New York Times*.

## **Account Manager | O'Keeffe & Company, Inc.**

*February 1999 – August 2008*

Designed and managed marketing programs for technology and professional services clients. Monitored program metrics and ROI, vendors, and budgets.

- Contributed to DataPath's 290% annual growth via new messaging, website and collateral, and PR/industry analyst programs for the communications provider.
- Authored 150+ case studies for Oracle and developed presentations for the Department of Homeland Security.
- Drafted monthly technical articles with Candle Corp. software developers.
- Generated 600+ news placements for cybersecurity start-up Riptech including ABC News, Associated Press, BBC News, CNN, and *The Wall Street Journal*.



## **SKILLS**

- Strategic planning and measurement
- Campaign development
- Content development (e-books, bylines, videos, collateral, etc.)
- Budget, team, and vendor management
- Digital marketing (including SEO)
- E-mail automation software
- Salesforce CRM
- Pay-per-click ads (Google Ads, LinkedIn)
- WordPress, other website content management systems (CMS)
- Design software (Photoshop, InDesign, etc.)



## **ACTIVITIES**

- Melrose Youth Softball board member (webmaster and registrar)
- Coach youth basketball and softball (15+ teams)



## **EDUCATION**

B.A. in English, Concentration in Writing | Bridgewater State University (UMass)