Alexis K. Moore

Digital Marketer
Web Developer

Contact Info

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Marketing Skills

Search Engine Optimization
Google Ads
Content Marketing
Email Marketing
Direct Mail Marketing
Social Media Marketing
Copywriting & Editing
Adobe Creative Cloud
Graphic Design
Video Editing
Photography

Tech Skills

HTML
CSS
JavaScript
PHP
IT/Systems Administration
Database Management
WordPress
E-Commerce (i.e. Shopify)
Front-End Editors (i.e. Wix)

Education

University of California
Santa Barbara
Bachelor of Arts

Digital marketing professional with advanced technical skills to confidently map out a winning marketing strategy.

With experience in a variety of industries, I pride myself on developing agile, creative strategies to delight your potential clients and deliver a memorable digital experience. I place a strong emphasis on analyzing data to implement changes accordingly to increase visibility, drive traffic, and convert visitors into loyal customers.

Experience

Elements Real Estate - El Segundo, CA
Marketing Manager | Sep 2019 - Present
- Developed and launched 2 new company websites: elementsre.com and promotere.com; built all sites for property listings
- Manage ongoing marketing and communications activities for 4 separate brands with unique strategies and deliverables
- Pivoted marketing strategy in 2020 by creating a virtual experience for clients to explore inventory and communicate with the team
- Continually strengthen web presence for all 4 brands by leveraging online reviews, interviewing clients, producing testimonial videos, and curating promotional content
- Improved company visibility through public relations including press releases, press mentions, video content, and community involvement
- Managed the entire organization's IT administration including server maintenance, 20+ websites, Office365, and other internal admin

South Bay Sites (Daybreak Creative, LLC) - Redondo Beach, CA
Web Developer | Jan 2022 - Present
- Develop, launch, and maintain websites for private clients in a variety of industries (ex. law firms, construction, education, finance, etc.)
- Configure necessary 3rd party tools as needed, including CRM, payment portal, email marketing tools, scheduling, or accounting software
- Develop a unique marketing strategy for each client based on product, business model, target audience, goals, and budget
- Create marketing materials including brochures, web or email graphics, video content, promotional materials, and downloadable assets
- Set up email drip campaigns including email design and content
- Create content based on current promotions
- Provide IT support as needed - domain, server, email, database, etc.
- Create guides and documentation to educate the client on maintenance for successful project handoff

Employers Group - El Segundo, CA
Web Developer & Communications Manager | May 2017 - Aug 2019
- Led marketing team in developing and executing all marketing and communications activities
- Established and implemented content marketing strategy; created content while managing distribution via email, social, and PPC
- Implemented new Google Ads, email, and direct mail campaigns
- Co-developed and maintained 2 new company websites
- Created and executed marketing calendar of seasonal promotions
- Redesigned graphics and marketing materials for complete re-branding

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Professional Courses

Codecademy
Web Development
Programming

Leadership Academy,
Development Dimensions
International

Volunteer Activity

Beach Cities Health District
Redondo Beach, CA
Brain Buddy
2022 - present

Leadership Hermosa Beach
Hermosa Beach, CA
2019-2020

spcaLA
Hawthorne, CA
Animal Care Services
2018-2019

Experience cont.

Lyon Stahl Investment Real Estate - El Segundo, CA
Marketing & Public Relations Coordinator | Aug 2015 - May 2017
• Planned and executed marketing campaigns for property listings
   via direct mail, email, social, and real estate-specific platforms
• Initiated content marketing strategy and managed all content creation
   and distribution on a daily basis
• Designed and distributed daily promotional emails
• Developed and implemented new methods of obtaining leads
   and reaching sales goals using PPC advertising
• Increased website traffic by 200%+ using Google Ads and SEO

Naders, Inc. - Gardena, CA
E-Commerce Marketing | Jan 2015 - Aug 2015
• Managed e-commerce product listings, descriptions, and pricing
• Made continual improvements to website as well as troubleshooting
   website issues
• Created marketing campaigns around sales to increase visibility
• Managed product listings and sales on Amazon and eBay
• Edited photos for products; designed graphics for promotions