

# LEXIE ALTER

## MARKETING MANAGER

## EXPERIENCE

### MARKETING MANAGER

Melleka Marketing

**Aug 2024 - Current**

- Created compelling content including brochures, social media posts, ad copy, and blog/SEO pages optimized for high-ranking keywords
- Developed and presented marketing proposals tailored to client goals
- Planned, executed, and optimized ad campaigns across Meta, Google, and Snapchat—driving measurable ROI
- Designed and launched custom websites with SEO best practices
- Led SMS and email marketing campaigns, including automated workflows for lead nurturing and retention
- Managed and mentored a marketing team
- Served in a client-facing role, maintaining communication and delivering strategic solutions
- Led influencer marketing initiatives, managing outreach and content briefing

### SOCIAL MEDIA SPECIALIST (PART-TIME)

Cristal Kingdom

**Nov 2024 - Current**

- Photographed jewelry pieces and managed content creation across Instagram
- Scheduled and organized monthly content using Planoly to maintain consistent brand presence
- Ran Meta ad campaigns with over 3% click-through rates and high engagement
- Built and launched a Squarespace website
- Executed targeted email and SMS campaigns, resulting in direct sales

### MARKETING & CONTENT CREATOR

EZ Plans Architects

**Jan 2024 - May 2024**

- Cold-called prospects and added new leads to CRM
- Produced internal video presentations and YouTube content
- Collaborated with third-party marketing firm to create and distribute engaging social media content

### MARKETING & SOCIAL MEDIA MANAGER

Milanco Building Group

**Nov 2022 - Jan 2024**

- Generated \$575K in revenue through targeted email marketing and in-person networking events
- Increased brand visibility and awareness across all major social media platforms
- Mentored and trained junior social media staff

## PROFILE

Marketing Manager with 3+ years of experience driving growth through content creation and digital advertising. Skilled in email/SMS marketing, SEO, influencer outreach, and web design. Known for leading teams, optimizing workflows, and producing high-performing content. Creative, results-driven, and always adapting to stay ahead of digital trends.

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## EDUCATION

### BA OF ARTS COMMUNICATION STUDIES

California State University, **2022**

3.9 GPA

Summa Cum Laude

Dean's List (2020-2022)

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## SKILLS

- Client Relations
- Social Media Management: *Planoly, Go High Level*
- Content Creation: *Canva, Adobe Express*
- Video Editing: *Capcut, iMovie, Mojo, Opus, Runway*
- Web Design: *Wix, WordPress, Shopify, Squarespace*
- Influencer Marketing: *Billo*
- Meta, Snapchat, & Google Ads
- Google & Microsoft Suite
- Other Tools: *Notion, Basecamp, Zoho, BetterProposals, AI, SEMRUSH*