

DRAGOS I. ALEXA

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EXPERIENCE

Digital Brand Strategist / Comrade Web Agency – Chicago, IL

03/2016 – present

Utilized best practice, online-focused marketing and digital branding methodologies to target and grow clients' customer base. Methodologies included buyer persona creation, conversion-oriented website design/development, and technical, on-page and off-page SEO. Additional methods included digital brand development, content marketing, earned media strategies, social media management, conversion and marketing automation, paid search advertising.

- Helped grow department sales revenue from \$25k to \$50k monthly in only 4 months as the head of the "agency" department
- Managed 8 clients at a time (project management, strategy evolution, account management)
- Managed 6 directs and worked alongside team of developers, graphic designers, PR specialists, content writers, and SEO's
- Achieved fifty-six #1 Google results and two hundred thirty-five 1st page results for clients in highly competitive markets for Illinois and nationwide (manufacturing, dentistry, vaping, party buses, etc).
- Drove an average of 131% month-over-month growth in online customer acquisition for managed clients

Certifications and Skills

- Certifications: HubSpot Inbound Marketing Certified, Google AdWords Certified, Google Analytics Certified
- SEA: Facebook Ads, LinkedIn Ads, Twitter Ads, Yelp Advertising, Instagram Advertising and Snapchat Advertising
- SEO: Moz (e.g. Open Site Explorer), BrightLocal, Yext, Whitespark, Google Webmaster Tools (Search Console)
- Social Media: Facebook, LinkedIn, Pinterest, Twitter, Google+, Yelp, Buffer, Hootsuite
- Graphic design: Adobe Photoshop, Corel Draw X7
- Other: WordPress, MailChimp, Trello, Basecamp, Google Apps for Work, Microsoft Office, Pipedrive

Principal Brand Strategist / Mindrainbow – Cluj Napoca, Romania

12/2007 – 02/2016

- Continuous Revenue Growth – Drove an average 18% yearly agency business increase in revenue by deploying 250-plus branding and creative projects on a 5-year plan.
- On-Time delivery of projects – Maintained a record of zero unmet deadlines during the seven year period as a brand strategist.
- Results Oriented – Helped grow a private pension fund membership from 0 to 140,000 people in three months through a \$3.5M national campaign.
- Effective and Efficient – Managed a team as agency lead, and created an "all-channels" launching campaign in 10 days including creative direction, copy, art directing, budgeting and declination. Total cost savings to client was \$500,000.

Agency lead / Imagistica – Cluj Napoca, Romania

9/2005 – 9/2007

EDUCATION

University at Babes Bolyai, State University of Cluj Napoca / Cluj, Romania

2001 – 2005

B.S. in Communication and Social Relations, Concentration in Advertising