



LOCATION

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🌐 ALEXAOELBAUM.COM

EXPERTISE

- Digital Marketing
- Paid Social
- Analytics
- Audience Segmentation
- Advertising
- Content Creation
- Creative Strategy
- Branding
- Display Advertising
- CX Design

SKILLS

- Facebook Ad Manager
- Shopify
- Wordpress
- Klaviyo
- Google Analytics
- Photoshop
- Zapier
- Google Ads
- IPSOS Marketing Data
- ZenDesk

EDUCATION

PENNSYLVANIA STATE
UNIVERSITY
2009 – 2013

Bachelor's Degree: Advertising
Minor: Sociology, Global
Communication

ALEXA OELBAUM LEIBOWITZ

MARKETING & E-COMM

EXPERIENCE

LUXURY MARKETING CONSULTANT

SELF-EMPLOYED | SEP 2022 – PRESENT

Luxury marketing support for brands ranging from the following services: E-commerce set up (UX/UI builds), Paid Social, Paid Search, Analytics, Agency Management, Marketing Strategy, Organic Social, Content Creation, Brand Strategy, Affiliates, SEO, Audience Segmentation, and Brand Partnerships

CHIEF MARKETING OFFICER

THE COBBLERS | MAR 2022 – SEP 2022

Led hyper-growth marketing strategy and defined the end-to-end customer experience

- Set marketing channels, project roadmaps, media budgets, and revenue forecasts
- Directed multiple teams and agencies: creative, social, UX/UI, media, and PR

SENIOR DIRECTOR OF MARKETING & E-COMMERCE

ALEXIS | FEB 2021 – FEB 2022

Headed the ALEXIS e-commerce website and orchestrated digital marketing programs

- Achieved a 68% increase in gross sales YoY
- Managed paid search agency to maintain a 9x return on ad spend; ran paid social in-house to maintain a 3.8x return on ad spend
- Conducted in-depth analytics reports to inform website and marketing strategies
- Analyzed digital customer journey across channels to develop roadmap of web optimizations and retargeting tactics

DIRECTOR OF MARKETING & E-COMMERCE

RAYMOND WEIL USA | NOV 2018 – FEB 2021

Led the North America marketing strategies & e-commerce website

- Set marketing KPIs focusing on efficient channel tactics; increased e-commerce return on ad spend +45% YoY and Revenue +86% YoY
- Segmented and executed paid social and e-mail marketing in-house; increased email volume by 34% YoY and e-mail sales by 270% YoY
- Led the RAYMOND WEIL website redesign on Shopify to prepare for global re-platform from the current Wordpress site

DIGITAL MARKETING MANAGER

ATM ANTHONY THOMAS MELILLO | JAN 2018 – NOV 2018

Directed digital marketing channels with focus on paid and branded sales efforts

- Built and implemented online marketing strategies including search, social media, SEO/SEM, affiliate, branded partnerships and retargeting campaigns
- Grew marketing ROI by 150% and reduced Cost Per Visit to less than \$1 YoY through branded search efficiencies & paid social prospecting tactics

ADVERTISING MANAGER

DAVID YURMAN | NOV 2016 – DEC 2017

Managed digital strategy across display and paid social, as well as oversaw ad agency

- Led and executed annual digital media strategy to deliver on company traffic goals, social growth and awareness objectives

ADVERTISING ASSISTANT MANAGER

DAVID YURMAN | JUN 2016 – NOV 2016

Managed all online media and national print

- Developed digital briefs for the agency and managed budget strategy based on yearly initiatives and year over year goals

ADVERTISING COORDINATOR

DAVID YURMAN | MAY 2014 – JUN 2016

Supported advertising team in all online and offline planning functions

ASSISTANT DIGITAL STRATEGIST

OMD | JUN 2013 – MAY 2014

Managed all back-end digital display functions, maintained media plans, & optimized spend