

ALEX HERBSTMAN

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MARKETING DIRECTOR

Detail-oriented marketing strategist with over a decade of experience and proven results in campaign marketing, analysis, and problem solving. Skilled in working closely with senior leadership and translating raw data into actionable insights. Extensive strategy background in Fortune 500 companies across a variety of industries.

EXPERIENCE

Program Manager - UX Marketing

Google (contract via Brilliant Muse) – New York, New York

March 2022 – February 2024

- Led the execution of over 140 marketing campaigns for Google's user research program, fostering relationships with 29 product teams, including UX researchers, designers, engineers, and other marketing teams.
- Drove over 1.8M users to sign up for user research through organic and in-product channels, increasing the participant database by 40% and saving \$27M in advertising costs.
- Extracted actionable insights from raw data to inform executives' strategic decisions, resulting in the initiation of pilot programs in key global markets including the US, UK, India, and Japan.
- Accelerated campaign launches, reducing marketing project timelines by 20% by automating key processes, optimizing creative asset delivery, and increasing efficiency in project management.

Associate Director, Strategy

Initiative at IPG Mediabrands – New York, New York

October 2021 – April 2022

Clients: Gilead, Merck, Sunosi, Carnival Cruises

- Supported new business pitches as an agency solutions architect, which led to the adoption of 3 enterprise-scale go-to-market creative strategy pilot programs.
- Led development and oversaw the implementation of creative strategy from the ground up for assigned client accounts, billing over \$1.2M in ARR.
- Built agency's DCO offering, including process development, team hiring, and vetting vendors.
- Onboarded and managed 3 new hires to form the cross-functional Creative Strategy team.

Senior Strategy Manager (promoted from Strategy Manager)

Mindshare at GroupM WPP – New York, New York

July 2019 – October 2021

Clients: Unilever, Dell Technologies

Brands: Dove, Dove Men + Care, Dove Baby, Vaseline, TRESemmé, Dell, Alienware, VMware

- Served as a key liaison between the agency and clients, providing valuable insights and recommendations for go-to-market campaigns based on consumer and competitive analysis.
- Led the development and deployment of holistic marketing plans for 5 brand campaigns, 8 product launches, and 11 product relaunches. Worked with senior stakeholders in each market on adapting global brand objectives for regional go-to-market strategy.
- Built new best practices framework and ways of working for Dove and Vaseline's performance marketing strategy. Developed a metrics-based framework to identify the success of digital campaigns. Oversaw local market adoption of strategy.
- Created 4 separate COVID-19 agile playbooks for each brand to use in navigating the drastic changes to the digital landscape, covering topics ranging from shifting consumer behavior to systems optimizations.
- Developed key insights and recommendations for client leadership teams using competitive and market research. These insights allowed the client leadership team to make informed decisions about their brand's strategy.

Senior Strategist (promoted from Junior Strategist)

Flight Centre Travel Group – Boston, MA

August 2017 – July 2019

- Led the development and execution of global, omni-channel marketing strategies, which profitably drove over \$35M in annual revenue.
- Managed over \$12M in annual advertising spend across multiple global brands.
- Presented monthly 'State of Digital' keynotes to both technical and executive leadership teams to turn upcoming trends in the digital landscape into actionable insights.

Paid Search Analyst (promoted from Paid Search Coordinator)

WordStream – Boston, MA

May 2016 – August 2017

- Achieved a 47% increase in average conversion rates and a 61% reduction in average Cost-Per-Acquisition (CPA) across all client accounts through strategic marketing enhancements.
- Conducted daily, hands-on account management for clients across various digital ad platforms, including AdWords and Bing, optimizing campaigns for maximum performance.
- Delivered comprehensive presentations of digital marketing results and Key Performance Indicators (KPIs) to stakeholders, leveraging past performance data to construct future project plans and enhance ROI.

Marketing Coordinator II

Akamai Technologies (contract via ADP) – Cambridge, MA

July 2015 – December 2015

- Managed digital marketing campaigns for the Akamai Foundation and worked with the Marketing Communications Team to create content for the All-Hands meeting, leading to a 29% increase in attendance.
- Led an international team in redesigning the company's intranet, resulting in a 32% boost in internal site engagement.
- Managed and wrote content for the company newsletter, including CEO Tom Leighton's "Ask Tom" column, achieving a 36% increase in click-through rates (CTR) and boosted engagement metrics.

Marketing Coordinator

ThermoFisher Scientific (contract via ADP) – Waltham, MA

July 2014 – December 2014

- Cultivated and maintained relationships with key media contacts and influencers, driving a 14% growth in media partnerships and earned media exposure.
- Developed engaging PR content, including articles, blogs, and case studies, leading to a 10% boost in online engagement.

EDUCATION

Bachelor of Science in Business Administration

Northeastern University – Boston, MA

Major: Entrepreneurship and Innovation

Minor: Marketing and Analytics

SKILLS AND PROFICIENCIES

Proficiency

- Paid Advertising Platforms
 - Google Ads, SA 360, GMP, Bing, Facebook, etc.
- Google Analytics and Data Attribution
- Google Workspace
 - Slides, Docs, Sheets, LookerStudio, etc.
- Tableau
- SEMRush
- KANTAR Suite
- GWI
- Brand-Z, Brandwatch
- Microsoft Office Suite
 - Word, Excel (incl. H&V-Lookup and Pivot Tables), PowerPoint, Access, SharePoint, etc.

Exposure to

- Forrester
- Marketo
- Adobe Media Optimizer
- Adobe Analytics
- HootSuite
- SQL
- HTML5
- Python
- Salesforce dashboard development

Certifications

- Scrum PSM1 – Work in Progress
- Google AdWords
- SA360
- Google Campaign Manager
- BingAds
- Google Analytics