

Alexis Cochran

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SUMMARY

Marketing manager with 7 years of experience managing end-to-end marketing strategy, leading creative teams, and executing high-impact digital and community marketing campaigns. Key achievements include increased lead-to-member conversion rate by 15% within six months through redesigned funnels and improved automation. Skilled in client management, brand storytelling, and cross-platform strategy.

EXPERIENCE

*NewClub, **Marketing and Communications Manager***

Oct 2024 - Oct 2025

- Directed a cross-functional marketing team to deliver multi-channel campaigns that increased member engagement and new acquisition by 10%.
- Built and optimized automated customer journeys that improved lead-to-member conversion by 15% in six months.
- Collaborated with team members to evaluate monthly social media KPIs and present clear, actionable insights and strategy recommendations to clients.
- Managed a paid media strategy that drove a 200% increase in qualified leads within five months and improved overall campaign efficiency by 12%.
- Created and launched a unified content strategy for social media and paid channels, increasing engagement rates by 25% and improving audience reach across platforms.
- Spearheaded the integration of marketing technologies, fostering a data-driven approach for improved campaign performance and ROI.
- Identified and analyzed previously underutilized internal data, building a data infrastructure that informed ongoing campaign optimization and marketing reporting
- Designed and implemented the company's first brand and marketing guide, establishing cohesive visual and messaging standards across digital, product, and event marketing.
- Collaborated cross-functionally with the golf operations team to plan and promote seasonal events, resulting in higher lead generation, new member applications, and improved engagement during low-demand periods.
- Directed copywriting and content strategy efforts to ensure cohesive brand identity and alignment with overall marketing goals.

*One Big Happy Life, **Brand Marketing and Project Manager***

Jan 2016 - Sep 2024

- Developed and managed strategic brand partnerships with companies including L'Oréal, Revlon, VitaminShoppe, Amazon, Adobe, Sony Pictures, HP, LG, and JCPenney, as well as media outlets such as The Oprah Magazine, Real Simple, Parents, Forbes, and CNBC.
- Authored creative briefs for internal campaigns and external collaborations, aligning brand messaging and creative vision.
- Managed concurrent internal marketing and external PR campaigns, driving cohesive storytelling and increasing lead acquisition by 10%.
- Led cross-functional teams to deliver high-impact creative assets and campaigns on time and within budget, improving overall workflow efficiency.
- Monitored performance metrics, audience insights, and competitive trends to guide strategy and report results to stakeholders.
- Maintained organized marketing systems and partner communications, ensuring efficient project execution and data accessibility.
- Coordinated with Marketing and PR teams to ensure brand consistency, including voice, creative briefs, content creation, and performance reporting with brand partners.

EDUCATION

University of Maryland, Robert H. Smith School of Business

*Bachelor of Science • **Marketing** • Aug 2020 - May 2022*

SKILLS

Notion • Asana • ClickUp • AirTable • Microsoft Office Suite • G Suite • Zapier • ActiveCampaign • HubSpot • Ontraport • Facebook Business Suite • CreatorIQ