


# ALEX SOLOMON

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## Professional Summary

Strategically blending a decade of creative experience with data-driven approaches, I drive revenue growth using tools like HubSpot, Hotjar and Google Analytics.

## Skills

### Strategy & Analysis

- Strategic Planning
- Analytical Thinking
- Problem Solving
- Process Development

### Management

- Budget Management
- Time Management
- Team Leadership

### Technical

- Adobe Creative Cloud
- Figma
- HubSpot
- WordPress
- HTML/CSS

## Education

### Southern Illinois University | 2014

B.F.A. - Communication Design

### John A. Logan College | 2011

A.A. - General Studies

## Awards

### A.A.F. Gold Addy | 2022

MO Ridge Distillery - Web Design

### A.A.F. Silver Addy | 2020

BigPxl - Logo Design

### A.A.F. Gold Addy | 2019

Equilibrium - Video Production

## Experience

### BigPxl | Inbound Director, 2018 - Current

- **Advanced** through three levels of leadership within six years, progressing from Videographer (2018-2020), to Creative Manager (2020-2021), then to Creative Director (2021-2023), and currently fulfilling the role of Inbound Director (2023-Present).
- **Championed** omni-channel inbound marketing plans, aligning with client goals to drive measurable outcomes.
- **Monitored** campaign performance, utilizing analytics to inform strategic adjustments and improve client ROI.
- **Conducted** in-depth competitive research and benchmark analysis to inform strategic decisions and identify opportunities for growth.
- **Streamlined** internal processes for strategy evaluation, enhancing the team's agility and responsiveness to market changes.
- **Overhauled** website development process, cutting build time by 3 months and raising per site revenue by 210.8%.
- **Managed** relationships with key stakeholders, including collaboration with the General Manager on staffing and training to bolster team capabilities and performance.
- **Initiated** a time tracking strategy that curtailed project overages and improved workload distribution.
- **Developed** inbound marketing event processes that increased event registration by 110%.
- **Spearheaded** A/B testing and embraced data-driven strategies to enhance website optimization and boost conversion rates.

### 417 Magazine | Designer & Photographer, 2015 - 2018

- **Designed** high quality print and display advertisements.
- **Photographed** food, fashion, people and products.
- **Ensured** brand consistency with clients.
- **Coordinated** with clients on scheduling and securing ad approvals.

### Vine Church | Lead Designer, 2014 - 2015

- **Directed** the creative team, driving innovative projects.
- **Oversaw** print production with external vendors.
- **Devised** branding concepts for major events and new brands.
- **Harmonized** design and messaging across diverse platforms.