

ALEC ROMANO

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Senior Marketing & Creative Professional

I'm a seasoned marketing leader uniting strategic thinking with deep operational knowledge to drive measurable outcomes. With over a decade of experience in both B2B and B2C industries, I've successfully led cross-functional teams, launched high-impact campaigns, invented scalable processes, and driven continuous growth across diverse marketing landscapes.

CORE COMPETENCIES

- Account-Based Marketing (ABM)
- Advertising (Paid Media)
- Analytics & Reporting
- Brand Strategy & Positioning
- Content Marketing & SEO
- Conversion Rate Optimization (CRO)
- Copywriting
- Direct Marketing (Email, etc.)
- E-Commerce & Marketplaces
- Visuals (Graphics, 3D, UX)
- Lead Generation & CRM
- Operations & Automation (MarTech)
- Project Management (Waterfall, Agile, SCM)
- Public Relations (Earned Media)
- Social Media Marketing (Shared Media)
- Web Development

EDUCATION

Stony Brook University - SUNY
Bachelor's, English

December 2010 - December 2014

CERTIFICATIONS

Zoho Certified Consultant - Zoho CRM, Zoho Campaigns, Zoho PageSense, Zoho Social, Zoho Projects

PROFESSIONAL EXPERIENCE

Revolution Supply Co

Santa Ana, CA, USA

Director of Digital Marketing

October 2023 - Present

- Drove \$8M+ in annual Amazon revenue, overseeing ad strategy across Sponsored Products, Sponsored Brands, DSP, and Google Ads to maximize traffic on-platform and off-platform
- Elevated Amazon detail page conversion by 61% with higher-quality photos, helpful infographics, and better branding
- Increased average paid search ROAS to a consistent 8:1 with rigorous keyword sculpting, negative match logic, and A/B tests
- Led organic SEO initiatives on Amazon, optimizing product listings, A+ content, and backend keywords to boost discoverability and establish sustained ranking gains
- Engineered a scalable creative production system by integrating PIM software with a custom InDesign/ExtendScript workflow, enabling rapid global updates and automated generation of hundreds of optimized assets, boosting output by 315%
- Expertly managed 100% remote, cross-functional teams, routinely surpassing objectives

Central Semiconductor

Hauppauge, NY, USA

Senior Marketing Communications Manager

April 2023 - October 2023

- Devised the "Reach Higher" and "Yesterday's Trust" cross-channel campaigns, achieving ROAS of 7:1 and 6:1 respectively in highly competitive B2B segments
- Secured high-profile coverage in DENA, Electronics Sourcing, and Tech Briefs, resulting in a surge of inbound inquiries and heightened brand credibility within the engineering community
- Led trade show strategy across 3 continents, boosting floor traffic by 32% and generating 250+ qualified leads
- Initiated the first visual brand refresh in 20 years, improving conversion rate of sales enablement materials by 35%
- Directed marketing operations during acquisition by AEM Components, partnering closely with new leadership to align brand and campaign strategies with post-merger integration targets

Fortem Technologies**Pleasant Grove, UT, USA***Senior Marketing Manager**June 2021 - March 2023*

- Conceived the successful "Nothing Comes Close" digital advertising campaign with an impressive ROAS of 16:1
- Developed and launched a brand new website emphasizing SEO, UX, and content marketing output, improving relevant metrics by 412%, 78%, and 97% respectively
- Directly led organic SEO efforts, driving significant gains in impressions (at least 37%), clicks (at least 23%), new users (at least 25%), and other key metrics every quarter
- Secured earned and paid media coverage in Forbes, Reuters, The New York Times, and Associated Press, significantly boosting brand visibility and credibility in defense and aerospace sectors
- Integrated Salesforce CRM with custom client-side tracking scripts to power a dynamic lead scoring model, enabling smarter email engagement and high-impact lead prioritization
- Led joint initiatives with partner marketing teams at Toshiba and Rohde & Schwarz

NutriGold**Orem, UT, USA***Marketing Manager**June 2019 - June 2021*

- Executed digital ad campaigns across search and social channels, increasing web traffic at strong ROI
- Developed and launched a highly successful e-commerce website that produced \$6.2 million annually
- Maintained an editorial calendar, publishing wellness-focused articles to drive SEO, educate consumers, and position NutriGold as a thought leader in the natural products space
- Delivered consistent six-figure quarterly growth with lead nurturing campaigns, including promotions, abandoned cart reminders, and behavior-based automations
- Ran point-of-sale campaigns at brick-and-mortar retailers, including signage and promotional collateral, that increased in-store product sales by up to 28% during key promotional periods
- Managed influencer partnerships across wellness, fitness, and mothering niches, driving brand awareness and trust

*Graphic Designer**April 2016 - June 2019*

- Designed and maintained all forms of product packaging including bottles, cartons, and slotted containers
- Made crucial contributions to rebranding by creating attractive new artwork, graphic styles, templates, color palettes, and icons
- Designed trade show collateral used at Natural Products Expo as well as other renowned industry conventions
- Mastered the art of 3D rendering to enhance marketing collateral with top-notch product photography

Voxx International**Hauppauge, NY, USA***Junior Communication Designer**December 2014 - April 2016*

- Created trade show collateral that was distributed at CES, the most influential tech event in the world
- Designed marketing materials for distribution at SEMA, the foremost global showcase for automotive accessories
- Crafted impactful sales enablement materials, including sell sheets, brochures, and more, to support product visibility and drive conversions at thousands of retail locations
- Wrote marketing copy for a multitude of VOXX brands including HomeLink, Rosen, Code Alarm, ADAS, and others

SKILLS

Basic: Microsoft Office, Word/Pages/Docs, Excel/Numbers/Sheets, PowerPoint/Keynote/Slides**Managerial:** Team Leadership, Cross-functional Teams, KPIs, Project Management, Process Optimization, Zoho Projects, Microsoft Project, Asana, Wrike**Strategic:** Advertising, Campaigns, Demand Generation, Lead Generation, Funnels, E-commerce, SEO, Pay Per Click, Email Marketing, Social Media Marketing, Forecasting, Account-based Marketing, CRM, Databases, SQL, Google Analytics, Google Ads, Google Search Console, SEMRush, Zoho CRM, Salesforce, Hubspot, Zoho Campaigns, Pardot, MailChimp, Klaviyo, Zoho Social, Hootsuite, Zoho PageSense, Hotjar, Amazon Seller Central, Shopify, BigCommerce, WordPress, Netlify, CloudCannon, Content Marketing, Public Relations**Creative:** Branding/Brand Strategy, Copywriting, Graphic Design, Web Design, Web Development, 3D Modeling, Adobe Creative Cloud, Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Adobe Premiere Pro, Adobe After Effects, Figma, Blender, Visual Studio Code, Git, LAMP Stack, JAM Stack, HTML/CSS, JavaScript, PHP, Python