

# ALEX BERG

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## PROFESSIONAL SUMMARY

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Content Marketing Specialist with 5+ years of experience. Proven track record in increasing online audiences by 31% and boosting email open rates by 48%. Skilled in copywriting, social media strategy, and email marketing. Known for exceptional communication and superb project management.

## WORK EXPERIENCE

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### Enterprise for Youth: Communications & Design Manager

January 2024 - Present

- Leading all communications strategies for our website, graphic design, social media, and email marketing
- Developing engaging monthly newsletters in Constant Contact with an average open rate of 48%
- Growing all social media channels by 31%
- Redesigning and optimizing our website for a better user experience
- Directed communications for our fundraising gala, resulting in a net revenue of \$179,647

### Enterprise for Youth: Communications Associate

July 2022 - January 2024

- Developed relevant social media content strategies
- Coordinated donor and program messaging for the website, blog, email, and social media
- Collaborated with development and program teams to ensure brand and messaging alignment

### Elevate Labs: Community Manager

November 2020 - January 2022

- Managed the social media communities of two brands (Balance and Elevate), totaling 174k followers
- Collaborated with meditation coaches to create new content strategies

### Elevate Labs: Content Operations Specialist

February 2019 - November 2020

- Increased game variety by writing new Elevate game problems
- Crafted thought leadership blogs for the Elevate Grey Matter blog
- Ensured consistent email communications with our audiences
- Reported actionable insights that summarized user feedback

## PART-TIME WORK EXPERIENCE

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### Upwork: Freelance Content Writer and Graphic Designer

January 2022 - Present

- Developed the content strategy, brand guidelines, and brand voice for a budding start-up
- Wrote blogs, FAQs, and product descriptions for the mental health and entertainment industries
- Designed paid ads for a client in the education space

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## EDUCATION

**Northeastern University | 2014 - 2018**

**D'Amore-McKim School of Business**

**Bachelor of Science Degree in Business**

**Administration | Concentration: Marketing**

Participated in three full-time, six-month-long paid internships at SevenDesign, Synopsys, and Citizens Bank to grow my marketing experience

## ADDITIONAL SKILLS

**Hard skills:** Google Suite, Wix, Squarespace, Hootsuite, Sprout Social, Canva, Figma, Procreate, Sketch, Adobe Creative Suite, Constant Contact, MailChimp, Braze

**Soft skills:** Communication, creative problem-solving, collaboration, organization, time management, attention to detail, problem-solving, leadership

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