

A man in striped swim trunks is jumping off the side of a large blue ship into the water. He is shirtless and has his arms raised in a 'V' sign. Several other people are on the ship deck, some in orange survival gear and others in casual clothing. The background shows a cloudy sky and a body of water.

“Nothing ever becomes *real*
till it is *experienced*.”

JOHN KEATS

Exceed your goals

If you're looking for a person to help you do something creative and compelling, something that's as impactful as it is trackable, that's where I come in. I consult with B2C and B2B brands of all sizes, from startups and nonprofits to professional sports teams and multi-billion-dollar corporations who want to supercharge their brand, transform users into customers, engage their fan base, activate their partnerships, and exceed their goals. I can help you build a brand that blossoms, develop a digital marketing strategy that delivers, establish a content strategy that engages, craft a partnership activation strategy that connects, or write captivating copy that converts.



The *capabilities*

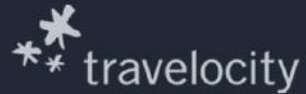


“*Hello* there”

I am a Marketing Strategist that specializes in Digital Marketing, Content Creation, and Activation, with a strong foundation in Copywriting, making me a creative catalyst for your success. My capabilities include:

- Idea Generation
- Brand Strategy
- Content Creation
- Analytics
- Strategic Planning
- Fan Development
- SEO
- SEM
- Special Events
- Integrated Marketing Strategy
- Digital Marketing Strategy
- Social Media Strategy
- Brand Development
- Strategic Planning
- Partnership Activation
- Email Marketing
- Social Media Management
- Google Marketing Platform

A few of my *clients*



Exceeding expectations from the beginning



The Angels is where it all began. What started as a part-time Marketing Assistant position, quickly grew into managing the creative development and execution of all promotional marketing and advertising campaigns, while also acting as the head copywriter. I designed and organized events and developed premium items from their infancy to their game day implementation in order to sell more tickets and activate sponsors. I wore many hats as an integral member of the smallest marketing dept in MLB.

OBJECTIVES

- Brand Awareness
- Brand Loyalty
- Customer Acquisition
- Ticket Sales
- Partnership Sales
- Partnership Retention
- Revenue Growth

TACTICS

- Creative Direction
- Copywriting
- Brand Strategy
- Marketing Strategy
- Advertising Strategy
- Influencer Strategy
- Event Planning
- Partnership Activation
- Product Development

RESULTS

Increased ticket sales **\$2.2 - \$3 million yearly** and decreased no-show percentage an average of 17% each year. Successfully implemented a **rebranding marketing strategy** (changed name from Anaheim Angels to Los Angeles Angels of Anaheim) and ESPN The Magazine ranked the Angels the **top MLB franchise** (2005 - 2008).

42+ Professional sports teams

right brain promotional marketing, LLC



As the Director of Sales & Marketing, I consulted with 42+ professional sports teams (MLB, NBA, NHL, & MLS), countless global brand partners, and their respective agencies to successfully increase ticket sales and activate partnerships through the design, creation, and implementation of promotional items and events. Helped teams craft a marketing strategy, create new revenue streams, and exceed partnership goals.

OBJECTIVES

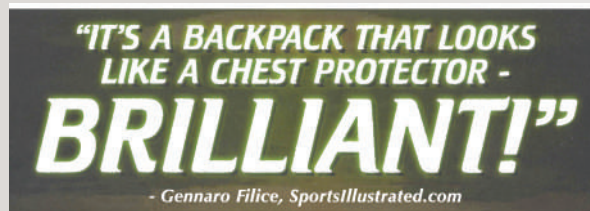
- Brand Awareness
- Brand Loyalty
- Customer Acquisition
- Ticket Sales
- Partnership Sales
- Partnership Retention
- Revenue Growth

TACTICS

- Creative Direction
- Copywriting
- Brand Strategy
- Marketing Strategy
- Advertising Strategy
- Influencer Strategy
- Event Creation
- Partnership Activation
- Product Development

RESULTS

Exceeded sales goals by 240%, due in part to innovative design of first-in-industry promotional items and events, which were often imitated by competing vendors. **Resulting in over \$50 million in revenue** (ticket sales, per caps, & partnership sales).



A *top-3 Super Bowl* commercial

SKECHERS



Skechers is a global footwear and apparel brand with over 3,000 lifestyle and athletic footwear styles for men, women, and children. I was hired to provide creative direction for their XLVI Super Bowl commercial. I completely changed the approach, scrapped Kim Kardashian, while maintaining the Mark Cuban endorsement, and focused on a dog wearing Skechers shoes.

OBJECTIVES

- Brand Awareness
- Brand Loyalty
- Customer Acquisition
- Product Awareness
- Revenue Growth

TACTICS

- Creative Direction
- Brand Strategy
- Marketing Strategy
- Influencer Strategy

RESULTS

The Quiggly commercial was **rated as one of the top three Super Bowl commercials of the year**. Mr Quiggly was used as the **centerpiece** for a multi-year marketing campaign *and is also the name of my dog!*



Marketing gold on a shoestring budget



Race for the Rescues is a 501(c)3 non-profit organization that is focused on eliminating animal suffering and fundraising for other non-profit animal welfare organizations. I was hired to help them increase their brand awareness and ultimately increase participants for their 10k, 5k, 1k fundraising race.

OBJECTIVES

- Brand Awareness
- Customer Acquisition
- Social Media Growth
- Social Media Engagement
- Revenue Growth
- Partnership Renewal

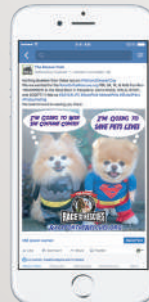
TACTICS

- Social Media Strategy
- Email Strategy
- Website Strategy
- Google AdWords
- Creative Direction
- Copywriting
- Content Creation
- Influencer Strategy
- Partnership Activation

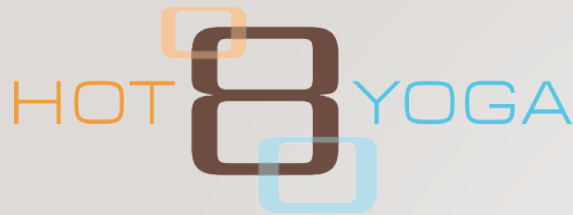


RESULTS

Although the non-profit industry has been suffering the last couple years, we were able to increase fundraising revenue and drive tremendous participation rates on a shoestring budget. For every **\$1 spent on social media we drove \$95** in revenue (2016) & **\$81** (2017). Our **email campaigns increased donations 450%** (2017).



Segmentation for the win



Hot 8 Yoga is a Los Angeles based hot yoga studio. I was hired to teach the marketing director how to optimize their digital presence and help launch a new studio (their sixth) in Koreatown. The key to our success was customer segmentation; every studio was marketing to the same customer, when each studio had a different primary persona.

OBJECTIVES

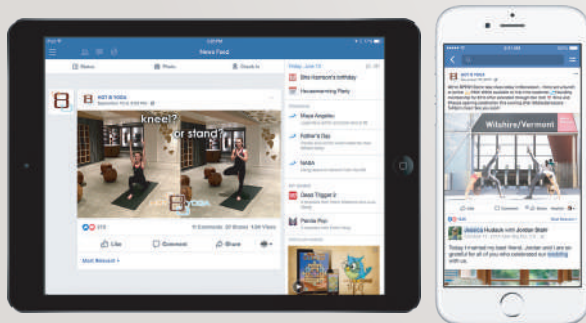
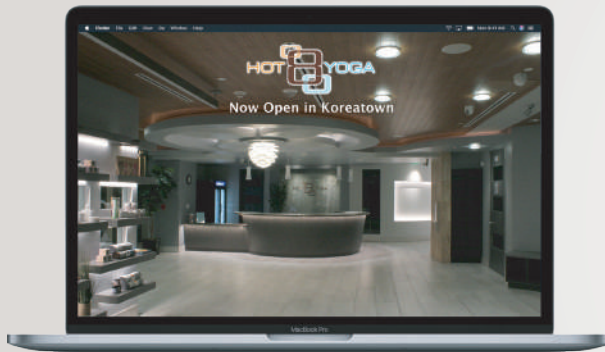
- Brand Awareness
- Customer Acquisition
- Customer Retention
- Revenue Growth

TACTICS

- Brand Strategy
- Customer Segmentation
- Social Media Strategy
- Website Strategy
- Website Development
- Email Strategy
- Social Media Content Strategy
- Google Ads
- Search Engine Optimization

RESULTS

Upon defining the primary and secondary persona per location, we then implemented a segmented digital marketing and advertising strategy at each studio. Our strategy led to the **MOST successful studio opening** (Koreatown 2017), an **overall increase** in membership **retention**, customer **acquisition**, and **revenue at all 6 studios**.



The *power* of *content* & *copy*



Sports Crate is a monthly subscription box that is packed full of exclusive MLB team-focused merchandise and collectibles that can't be found anywhere else. I was hired to define the brand voice, create a separate voice for each of the 10 MLB teams, write copy, and create content for all brand communications during their launch.



OBJECTIVES

- Brand Awareness
- Customer Acquisition
- Customer Retention
- Partnership Sales
- Revenue Generation

TACTICS

- Brand Strategy
- Copywriting
- Content Strategy
- Email Strategy
- Influencer Strategy
- Product Development
- Graphic Design
- Social Media Content
- Activation Strategy
- Google Ads
- Website UX/UI
- Blog Writing
- Radio Ads

RESULTS

Through clearly defined brand voices and creative content ideation we **surpassed initial sales goals**, which resulted in a tremendous amount of brand awareness, a consistent **increase** in **email open-rates** and **click-thru-rates**, **social media engagement**, and **website traffic**.



Directing a *Fortune 500* rebrand



A member of the Fortune 500, Stater Bros. Markets is the largest regional grocery store in Southern California with \$5 billion in revenue. SBM hired me to create, direct, analyze, and manage their brand repositioning. We began by gathering customer data so that we could identify each of their customer segments. Soon thereafter, we realized that SBM was also in need of an internal rebranding.



OBJECTIVES

- Gather & Analyze Customer Data
- Define Customer Personas
- Rewrite Mission, Vision, & Value Prop.
- Create Rebranding Campaign
- Establish Activation Elements
- Build COVID-19 Strategy
- Black Lives Matter Response
- Write & Cast Radio Ads

TACTICS

- Business & Analytics Review
- Segmentation Strategy
- Copywriting
- Brand Strategy
- Market Research / Surveying
- Integrated Marketing Strategy
- Campaign & Activation Plan
- Digital Marketing Strategy



RESULTS

I was able to redefine who SBM is, what they stand for, and how they are different from everyone else. After **rewriting** their **core brand elements** and defining their customer personas, I **created an umbrella rebranding campaign**, which they'll be able use for years to come.

A *Digital Marketing* industry expert



General Assembly (GA) is a pioneer in education and career transformation, specializing in providing award-winning, dynamic training to individuals and companies. I was hired by GA as an industry expert to teach professionals how to navigate the infinite world of Digital Marketing.

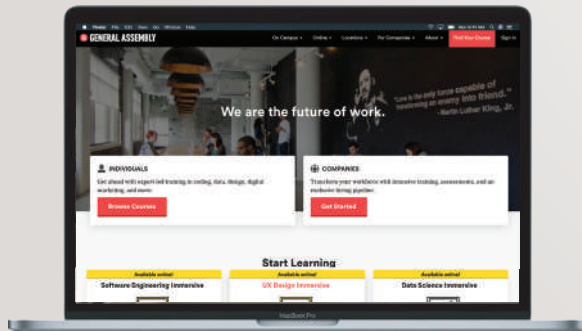


CLASSES

- Digital Marketing (10-weeks)
- Introduction to Digital Marketing
- Digital Marketing Bootcamp
- Introduction to Google Analytics
- Copywriting for Your Business
- Digital Marketing Key Concepts & Metrics

TACTICS

- Brand Strategy
- Social Media Ads & Engagement
- Content Strategy
- Email Strategy
- Search Engine Optimization
- Google Ads
- Analytics & Metrics
- Copywriting
- Campaign Strategy



RESULTS

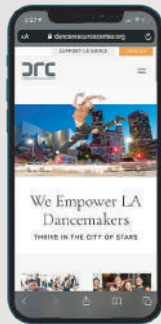
Serving as a Digital Marketing Swiss Army knife, I've **taught over 100 classes to over 15,000 students** on everything from branding, strategy, analytics, metrics, UX/UI, social media, email, acquisition, retention, targeting, SEO, Google Marketing Platform, and much, much more.

New business *strategy, website & digital* presence



The Dance Resource Center (DRC) is a 501(c)3 non-profit service organization that empowers LA dancers and dancemakers. I was initially hired to write, develop, and manage the design of a new responsive website (previous site had over 200 pages & was not mobile optimized) but before doing so, I needed to analyze current business and then create a new, more sustainable business strategy.

NEW



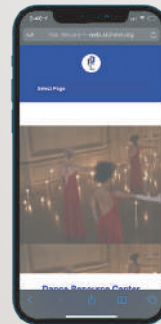
OBJECTIVES

- Understand Current Business
- Define Brand Strategy
- Build Segmentation Strategy
- Create Business Strategy
- Direct Responsive Website UX / UI
- Write Copy for All 40+ Pages
- Manage Web Designer / Developer
- Train Staff to Use / Manage Site
- Search Engine Optimization
- Build Acquisition & Retention Plan
- Orchestrate Launch Strategy
- Execute Google AdWords Campaign

TACTICS

- Business & Analytics Analysis
- Identify Business Objectives
- Define Customer Personas
- Time & Revenue Review
- Layout Sitemap & Wireframe
- Engaging Headlines & Copy
- Test, Learn & Optimize
- DGM & Website Best Practices
- Metadata, Alt_Text & More
- Email Marketing Strategy
- Integrated Marketing Strategy
- Keyword & Ad Creation Strategy

OLD



RESULTS

Created a new business model for the DRC to **support themselves** and built a new and **more engaging website** that will continue to **add value** to their users/customers. Supported by a **new integrated marketing strategy**, the DRC is better positioned for **sustainable success**.

A *history* of *success*...



Facilitated the expansion of this non-profit organization, which works with kids with special needs and at-risk youth, by directing digital marketing, collateral design, and planning & executing events. This resulted in multiple partnerships (NBA, WNBA, MLS, & New Balance) and a 105% increase in fundraising revenue.



Provided AT&T partnership activation ideas for this marketing agency. Built season-long integrated activation campaigns that exceeded the objectives of the Dallas Cowboys. Also created an integrated in-stadium activation campaign for the teams that reside at Mercedes-Benz Stadium in Atlanta.



Wrote over 2,500 lines of copy for the this non-profit trade association, including: *California Real Estate Magazine*, newsletters and mass emails, which led to increased brand awareness of new product offerings and the best attended annual trade show since 2007 (9,500 attendees).



Icelandic Glacial Water was in a pinch. Their agency had not created the Mother's Day video that they were promised. I teamed up with a video partner, came up with the idea, and then wrote a script for the "nothing is more pure than love" 30-second commercial, which became a viral hit.



Created an activation strategy for State Farm's 2017 NBA partnership, which resulted in increased brand awareness and customer acquisition. Also wrote a TV commercial for State Farm's 2017 Spider-Man Homecoming movie partnership.

Continues



Wrote a voiceover script for the CEO Michael Goettler to announce Vitaris, a new global healthcare company (formerly known as Upjohn, a legacy division of Pfizer). Also wrote an introduction for the *Diverse Perspectives* podcast - hosted by Angela Hwang, Group President, Pfizer Biopharmaceuticals Group.



Developed the brand voice and rewrote the entire apollointeractive.com website. Also wrote all of the copy for two healthcare resource websites (healthcaremarket.com & medicaremarket.com), as well as press releases and digital marketing content for being named to the Inc. 5000.



Built a new deck for At-Home Social Impact Experience. Then created G2G's first digital marketing campaign to launch the product, which included a COVID & email segmentation strategy, writing content for a landing page & designing an email template. This resulted in 48x higher open rate & 13 new leads in 30 days.



American
Jewish
University

Completed Strategy Sprint for AJU's Introduction to Judaism class. My Strategy Sprint digs deep into the brand to uncover objectives, define customer segments and analyze current digital marketing tactics. This resulted in the creation of a detailed digital marketing & video integration roadmap to success.



Created digital marketing strategy for Cryo Pain Relief (CPR) product launch, including defining customer segments and building Google, Facebook & Instagram-approved ads. Also wrote all of the copy and provided a UX/UI strategy for CBDRL.com. This resulted in surpassing Q1 and Q2 sales goals.

“Good marketing
makes the company
look smart, **great
marketing** makes
the **customer feel
smart**”

SETH GODIN

Thank You

I can help you navigate the infinite world of marketing. I've worked with brands of all sizes and have a history of success.

I look forward to the opportunity to work with you, and together we can build your brand, grow your awareness, convert users into customers, and watch your company thrive.

Please let me know if you have any questions and when you're ready to get started.

alex@alexallper.com
323.573.1757

