

ALEX ROSE

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New York, NY

PROFILE

Seasoned **Marketing Director**, with international experience, adept at developing and executing innovative **business and marketing** strategies. Proven ability to bridge strategic and operational roles, conducive to achieving business goals.

Excel in cross-functional team leadership and fostering collaborative environments. Synthesize, implement, and manage complex projects to ensure all stakeholders, from board members to technical and sales teams, are aligned and engaged.

SKILLS

Brand Development	Marketing Strategy	Digital Transformation	Public Relations
Market Research and Analysis	Go-to-Market	UX/UI Design	Crisis Communication Management
Positioning and Strategic Messaging	Social Media Campaign Management	Data-Driven decision-making	Event Planning and Execution
Content Creation and Management	SEO and SEM Optimization	Business Tech: Salesforce, Microsoft Office Suite	Media Outreach List Building
Creative Direction and Production	Customer Engagement and Retention	Martech: Adobe Creative Suite, Google Suite	

WORK EXPERIENCE

Apollo 360 Health / Manhattan Cardiovascular Associates, New York, NY
Marketing Director

2019 – Present

Apollo 360 Health / MCVA is a leading-edge provider of cardiology care, personalized nutrition guidance, health psychology counseling, and fitness and movement—incorporating cutting-edge diagnostic tools, wearable data, and digital visualization.

Key Accomplishments

- Developed the Apollo 360 Health brand, positioning, brand voice, logo, and brand guidelines.
- Created marketing strategies leveraging comprehensive market research and opportunity analyses, patient surveys, interviews with medical experts, and product insights.
- Created go-to-market initiatives, UX enhancements, strategic messaging, and robust social media campaigns to improve customer engagement, all while understanding technological innovation in healthcare, healthcare compliance, and regulations.
- Hired, led, and managed cross-functional teams of developers, marketing, sales, IT specialists, security experts, and creative professionals to deliver transformative healthcare products.
- Created a state-of-the-art, in-house production facility to develop custom video and audio content and to capture event-based content.
- Developed lead nurturing programs and established workflows in Salesforce; executed HIPAA-compliant email campaigns, achieving a 20% increase in subscriber engagement and a 5% uplift in conversion rates.
- Led content creation across multiple social media platforms, developing targeted content that increased engagement rates and effectively communicated the brand story to a broader audience.
- Managed and optimized Search Engine Marketing (SEM) campaigns, developing creative and refining SEO strategies that boosted web traffic by 60% and increased organic search by 45%.

- Developed editorial workflow processes, allowing editors and designers to build a library of articles, recipes, and medical papers to educate and inspire Apollo patients.
- Planned and executed high-impact events, driving significant client engagement and facilitating new client acquisitions; tailored to showcase brand value and innovation, these events resulted in 50% growth in patient registrations and a 70% increase in patient retention.
- Orchestrated public relations campaigns leading to national and international TV appearances that expanded market reach and increased brand recognition.

TreeTop Commons, LLC, New York, NY

Marketing and Communications Consultant

2017 - 2019

TreeTop Commons, LLC is a software company offering cloud-based tools to boost community engagement, focusing on service-learning and volunteering. Key products, NobleHour and Collaboratory, help businesses, nonprofits, and schools manage volunteer efforts and organize and report community engagement activities.

Key Accomplishments

- Strategically realigned marketing efforts to drive profitability: Led the adoption of innovative data-gathering methodologies, enhancing data leverage capabilities and generating immediate insights that increased strategic value and decision-making efficiency.
- Advanced market intelligence, delivering a detailed market study on current industry trends, competitor strategies, and emerging opportunities to inform strategic planning and operational adjustments.
- Optimized market targeting for revenue growth: Conducted an exhaustive market segmentation analysis that identified and prioritized high-potential markets to boost market share by 20%.
- Revised business strategy based on comprehensive analysis findings, integrating core values, current strategy, and financial projections, improving profitability by 30%.
- Implemented data-driven decision-making processes: Established analytics frameworks that enabled more precise marketing decisions, leading to a 60% increase in campaign effectiveness and customer engagement within the first quarter of implementation.

United Nations, New York, NY

Director of Marketing and Communications

2015 - 2017

Drove impactful communication strategies that bolstered global awareness and engagement.

Key Accomplishments

- Administered a \$5 million annual budget for corporate events, ensuring seamless logistics, including venue selection, transportation, accommodations, catering, and entertainment for parliamentarians and other key stakeholders.
- Developed and implemented a robust business plan focusing on revenue generation through strategic partnerships and sponsorships, increasing objective returns by 20% year-over-year.
- Conducted comprehensive market studies and audience analyses to drive communications strategies, leading to more precise and impactful engagement efforts.
- Spearheaded multi-channel communication campaigns, leading to a 35% increase in awareness and engagement while reducing the monthly AdWords budget by 50%.
- Enhanced the organization's image and digital presence through strategic social media campaigns, resulting in a 40% increase in engagement and doubling social media traffic within six months.
- Orchestrated comprehensive media and press outreach efforts, including planning and executing high-impact campaign events and multimedia communications materials.
- Led and mentored diverse legal, marketing, and communication teams, fostering collaboration that enhanced project outcomes and strengthened partner relationships.

Cire Trudon, New York, NY
Marketing and Communications Officer

2014 - 2015

Established in 1643, Cire Trudon is a prestigious French home accessories company known for its high-quality candles, fragrances, and home decor.

Key Accomplishments

- Enhanced product visibility and presence of Cire Trudon by 35% in key New York City locations, including Bergdorf Goodman, Saks Fifth Avenue, and Bloomingdales, forging strong relationships with major department store buyers.
- Led the successful launch of the first Cire Trudon store in New York City, from site selection to grand opening, resulting in a 20% increase in local market penetration within the first six months.
- Conducted comprehensive market analysis to identify and target key customer demographics, contributing to a tailored marketing strategy that increased customer engagement by 30%.
- Spearheaded the press relations strategy, increasing media coverage by 25% and effectively boosting brand awareness.
- Developed and executed high-profile promotional events that enhanced customer experience and increased brand loyalty, leading to a sustained 15% increase in repeat customer visits.

Total Energies, Paris, FR
Communications Officer

2013 - 2014

Cadum (L'Oreal group), Paris, FR
Marketing and Communications Manager

2012 - 2013

Chanel, Paris, FR
Marketing and Communications Officer

2011 - 2012

EDUCATION

Manhattan Institute of Management | New York, NY
Executive MBA (Finance)
Valedictorian

Columbia University | New York, NY
Master's degree, Marketing and Strategic Communications

European Communication School | Paris, FR
Master's degree, Communications and Media Studies
Valedictorian

PERSONAL

- **Multilingual:** Fluent in English and French; conversational in German and Italian.
- Member of Columbia Center for Contemporary Critical Thought (CCT)
- Avid traveler with a keen interest in exploring diverse cultures.
- Connoisseur of culinary arts and gourmet experience.
- Passionate about music, from classical to contemporary.
- Art enthusiast, regularly visiting galleries and exhibitions.