

ALEXANDER MCIVER

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AI-Driven Marketing Strategist | HubSpot Power User | Automation & Growth Architect

PROFESSIONAL SUMMARY

AI-focused full-stack marketer with 7+ years of experience designing and executing revenue-generating campaigns, optimizing CRM infrastructure, and integrating automation across the customer journey. Proven expertise using HubSpot, paid media, and AI tools like ChatGPT to enhance lead generation, streamline workflows, and scale performance. Combines traditional marketing strategy with next-gen AI tools to deliver smarter, faster, and more personalized outcomes.

CORE COMPETENCIES

AI in Marketing (ChatGPT, Jasper, Prompt Engineering, Personalization), HubSpot CRM Optimization & Automation, Generative AI Copywriting & Content Strategy, Funnel Development & Lifecycle Nurturing, Google & Meta Ad Campaign Management, SEO, SEM & CRO, Email Marketing Automation, Reporting, Attribution & Lead Scoring, A/B Testing & Data Analysis, Full-Funnel Strategy & Execution, Web Design (WordPress, Wix, Shopify)

PROFESSIONAL EXPERIENCE

Rep Lock Marketing – Growth Marketer (Feb 2025 – Present)

- Own and execute full-funnel growth strategies for legal, SaaS, and service-based clients with budgets exceeding \$5,000/month.
- Created AI-powered campaign frameworks using tools like ChatGPT and Jasper to streamline landing page, ad, and email content creation.
- Achieved 3x ROI by combining Google Ads, Meta Ads, and conversion-focused funnel designs.
- Reduced manual lead follow-up time by 70% through HubSpot automation, improving speed to lead and increasing conversion rates.
- Developed SEO content clusters that improved organic search rankings and increased traffic by 80%+ within 90 days.
- Work cross-functionally with design, development, and sales teams to tailor strategies that align with each client's revenue goals.

MooreCo Inc – Digital Sales & HubSpot Strategist (May 2024 – Jan 2025)

- Led a complete CRM transformation project in HubSpot to optimize pipelines, email sequences, and data flows.
- Improved marketing-to-sales handoff efficiency and boosted lead response time by 50%.

- Launched audience-specific digital ad campaigns targeting dealers, end users, and A&D architects, increasing qualified leads by 42%.
- Built real-time dashboards and marketing attribution models that directly tied campaign spend to revenue.
- Implemented advanced lead scoring and behavioral segmentation logic to identify high-intent prospects.

Unorthodox Ventures – Marketing Specialist (Feb 2022 – Jan 2024)

- Oversaw full HubSpot CRM builds across five portfolio companies, standardizing lead tracking and marketing processes.
- Ran \$100K+ in paid ad campaigns with predictive targeting, generating \$1.2M+ in sales-qualified pipeline.
- Directed CRO-focused web redesigns, improving on-site conversions by up to 65%.
- Designed and deployed email marketing workflows to re-engage 1,500+ dormant leads, increasing email engagement by 47%.
- Acted as internal consultant aligning digital marketing operations with each startup's growth targets.

MyVegas Magazine – Digital Marketing Manager (Feb 2021 – Sep 2021)

- Managed content updates across WordPress, Wix, and Shopify websites, boosting traffic by 150% in 3 months.
- Launched automated email drip campaigns that achieved 25–30% open rates and 8%+ click-through rates.
- Drove 4x engagement increase through targeted social content strategy and community interaction.

ALMYEL – Marketing Coordinator (Oct 2020 – Jun 2021)

- Spearheaded a digital rebranding initiative that included website redesign, content alignment, and SEO improvements.
- Built and managed an inventory system that streamlined operations and supported marketing efforts.

Amber Empress – Marketing Manager (Jul 2020 – Jan 2021)

- Executed paid advertising across Facebook and Instagram, increasing online sales by 45%.
- Managed customer service via social media and supported visual merchandising campaigns.

Drop Concierge – Director of Marketing (Sep 2018 – Feb 2019)

- Developed early-stage brand presence and launched initial Instagram and Twitter campaigns.
- Helped design and maintain e-commerce infrastructure, contributing to customer acquisition and retention efforts.

EDUCATION

University of Nevada, Las Vegas – Bachelor of Arts in Political Science, Graduated Dec 2019

CERTIFICATIONS

- AI in Marketing – University of Virginia (Coursera)
- Generative AI for Everyone – DeepLearning.AI (Coursera)
- Prompt Engineering for ChatGPT – Vanderbilt University (Coursera)
- Google Digital Marketing & E-commerce – Google (Coursera)
- HubSpot Digital Marketing Certification
- HubSpot Social Media Certification