

Alexa Gotthardt

Greater New York Metropolitan Area
alexagotthardt@gmail.com

Who

Passionate marketing professional who's worked to gain marketing, communications, and writing experience since 2010. Aiming to apply expertise to a marketing role where creativity is valued.

Skills

Diligent about project management. Creative eye. Genuine interest in contributing to result-driven campaigns. Skilled communicator. Experience with PC and Macintosh platforms. Skilled at Adobe Photoshop, Microsoft Word, Excel, and PowerPoint. Adept at social media.

Experience

Digital Campaign Manager, Global Sales & Partnerships World Wrestling Entertainment, Inc.

- Led marketing campaigns from start to finish across international and domestic digital and social platforms; served as a liaison between internal and external partners including brands and agencies.
- Facilitated production shoots including sponsored digital content, custom videos and social media content.
- Oversaw creation of, and copyright for, social media campaigns. Supervised campaign performance through 3rd party databases and provided optimizations.
- Secured all campaign assets and ensured deliverables met WWE specifications; trafficked client campaign assets via Google Ads Manager.
- Worked cross-functionally with sales and strategy teams on recap materials and renewal presentations to help further monetize existing assets and identify cost saving methods.
- Cultivated positive relationships with decision-makers and key staff internally to facilitate execution of partnership needs across multiple WWE departments including Media, Talent Relations, Television & Content Production, and Live Events, and more.
- Managed paid media in addition to any expenses related to campaign management; facilitated invoice payments.

Marketing and Communications Manager Coface North America

- Strategized, produced, and deployed internal and external marketing plus internal communications including product campaigns, corporate memos, and brand awareness efforts. Lead social media, events, graphic design and public relations strategy and execution for North America.
- Partially responsible for generating leads and for data quality in CRM. Help distribute leads to Sales.
- Implemented process for complaints, communications, and lead generation. Responsible for educating region and assisting change management as region on-boarded sales team from external agents to internal employees. Created a new customer rewards program.

- Analyzed metrics to maximize the effectiveness of collateral including paid ads and client/ partner emails campaigns. Executed data projects to evaluate competition in the market.
- Serviced other departments' real-time business needs including working directly with the CEO on a regular basis.
- Planned and executed over ten events; played a role in corporate responsibility efforts regarding diversity and inclusion.
- Managed budget strategy and invoicing.

Junior Manager, Commercial Marketing PUMA

(Promoted from Coordinator role)

Coordinator, Commercial Marketing PUMA

- Led global e-commerce, retail, and wholesale account campaign development including strategy, brief creation, project management, agency relations, and creative input. Managed video strategy. Ensured regions received strong digital and print marketing packages on time and within budget.
- Partnered with product line managers, strategists, merchandisers, in-store experience, public relations, regions, and creative teams to ensure product marketing storytelling was impactful and on-brand.
- Led marketing production for North American retail stores; Managed relationships with print vendors to rework and resize, print, and ship all marketing collateral for full price and outlet stores.
- Managed four budgets; oversaw budget strategy and invoicing.
- On-boarded and managed interns. Advised the Coordinator, Commercial Marketing when applicable.

Sportstyle Marketing Coordinator PUMA North America

- Managed marketing calendar, monitoring account and activation plans. Wrote creative briefs and oversaw installation specifics.
- Assisted with marketing event planning. Managed guest lists and supported influencer programs.
- Project managed account marketing managers; met for recurring planning sessions to ensure plans were on time and on budget.
- Authored original copy for, and deployed, social media posts.

+ Writing Roles

Coauthor & Marketing Assistant Fifth Chance Media

- Assisted in the creation of a book on family law including writing original content and editing existing content. Organized and executed dozens of interviews to author the book.
- Researched publishing plan and marketing strategy.

Communications Specialist GE Capital, Americas

- Managed ongoing employee communications.
- Created graphic design content that emulated the GE brand for the digital signage system. Managed digital signage playlists.
- Produced monthly calendar of events for an internal collaboration tool of 552 members. Marketed, planned, and executed events for employee base of 700.
- Constructed communications toolkit and guided campaign leaders with communication counsel to motivate employees to meet fundraising goal of 2 million dollars.

Writer and Communications Assistant UConn Today

- Researched original story concepts, conducted interviews. Served as reporter at events and executed interviews for use in articles.
- Wrote original press releases and news articles.
- Employed a distribution wire to research outside news outlets for optimal reach, sent press releases to targeted external sources for publishing.

+ Education

**Bachelor of Arts, Communication Sciences
Minor: Women's, Gender, and Sexuality Studies
University of Connecticut | Storrs, CT**

+ Volunteer Roles

Social Media and Editorial Manager The MBA Cohort

- Maintained content calendar: authored and deployed business-oriented blog posts, newsletter articles, and social media posts.

Editor-in-Chief NAAAP-CT

- Determined social media strategies and assisted with event planning.
- Designed, produced, and distributed promotional materials including newsletters and email blasts with a reach of 1,691 active contacts.