

ALEX CSEDRIK

35 Delafield Ave, Lyndhurst, NJ 07071 · 201-207-8241

Acsted10@yahoo.com · www.linkedin.com/in/alex-csedrik-marketing-manager/ · www.alexcsedrik.com

Award-winning as both a writer and marketer who drives growth through leadership and strategy-driven content creation. Possesses strong research and communication skills for diverse categories such as recruiting, real estate investment & development, digital marketing, & more that enable actionable insights and team empowerment to achieve optimal performance.

SKILLS

- Communication skills
- Strategy
- Teamwork
- Content creation
- Time management
- Talent development
- SEO
- Project management
- Problem-solving
- Research skills

EXPERIENCE

April 2023-Present

Marketing Manager, Jack Lingo Asset Management (In-Person)

- Orchestrate the marketing strategy and execute tactics to drive \$36+ million in revenue in 2023, a record-year
- Build and direct a team to increase LinkedIn follower growth by 220% through organic content and earned media
- Achieve a 200% increase in lead generation by creating full-funnel content

November 2021-April 2023

Copywriter, ManpowerGroup Talent Solutions (Remote)

- Recipient of the 2022 Spotlight Award, which recognizes the 16 top performers of the year in recruitment marketing for the global organization
- Graduated Lead2Succeed program, ManpowerGroup's leadership training program
- Created best practices that increased collaboration, performance, and productivity
- Wrote paid ads that delivered the highest Q1 revenue in Talent Solutions RPO history

September 2011-April 2016; August 2021-December 2023

Adjunct Professor, Various Colleges (In-Person, Remote)

- Edited formal essays and informal writing responses
- Improved communication skills of students of diverse backgrounds
- Managed 15-25 students per class for both remote and in-person instruction

September 2009-Present

Freelance Copywriter, Various (Remote)

- Write blogs using SEO tactics for various clients such as **Mad Hat Maven, Applied Resource Group, Specialty Infusion Centers, Quick Rx, Cure Urgent Care, U & I Designs**, and more

- Write editorial articles for websites such as **Coastal Style Magazine**, **BroBible.com**, **Blueshirt Banter**, and **Guyspeed.com**
- Launch **TPD Consulting's** content and social media strategy

February 2021-June 2021

Manager, Corporate Marketing, Consumer Acquisition (Remote)

- Wrote sales outreach, drip campaigns, and nurture emails that increased lead generation by 23%
- Increased CTR and engagement on LinkedIn by 78%
- Researched, investigated, and interviewed experts to write blogs and whitepapers

December 2018-January 2020

B2B Content Writer, WayUp (In-Person)

- Blogged thought leadership content that led to an 8% increase in lead generation
- Wrote National Intern Day campaign materials that made it trending on Twitter
- Trained SDRs how to craft sales outreach emails and social media sharing posts

June 2018-April 2019

Freelance Copywriter, Colossus Media Group (Remote)

- Improved clients' Google SERP ranking through blogging with SEO tactics
- Wrote case studies to illustrate the impact of our services
- Strategized about client acquisition and services offered to grow the agency

April 2016-May 2018

Copywriter, GWP Inc. (In-Person)

- Scripted radio & television commercials, and paid search & print ads
- Implemented paid search strategy that increased conversions for clients up to 25%
- Drove digital marketing results to grow client budgets by as much as 100%

COMMITTEES

September 2022-Present

Chairperson, Dewey Beach Marketing Committee

- Lead meetings and initiatives to promote tourism for the town of Dewey Beach
- Plan and advertise events like Dewey in Bloom to increase revenue for the town
- Create a new tagline—"Delaware's Favorite Playground"—for the town

EDUCATION

MASTER OF FINE ARTS, FAIRLEIGH DICKINSON UNIVERSITY

Terminal degree in creative writing, with a focus on fiction

MASTER OF ARTS, MONTCLAIR STATE UNIVERSITY

English, with a focus on modern British literature

BACHELOR OF ARTS, DESALES UNIVERSITY

Major in English, and won the 2008 DeSales University Creative Writing Fiction Award