



CONTACT

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🌐 www.alexcsedrik.com

EDUCATION

FAIRLEIGH DICKINSON UNIVERSITY

- Master of Fine Arts, Creative Writing - Fiction

MONTCLAIR STATE UNIVERSITY

- Master of Arts, English - Comparative Literature

DESALES UNIVERSITY

- Bachelor of Arts, English
- 2008 Creative Writing Fiction Award

SKILLS

- Communication Skills
- Strategy
- Teamwork
- Content Creation
- Project Management
- Time Management
- Talent Development
- Critical Thinking

TECHNOLOGY

- GA4 Analytics
- HubSpot
- Marketo
- WordPress
- Microsoft Office
- HootSuite

ALEX CSEDRIK

MARKETING MANAGER

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

WORK EXPERIENCE

JLAM

April 2023-Present

Marketing Manager (in-person)

- Develop the marketing strategy and execute tactics to drive \$36+ million in revenue in 2023, a record-year.
- Achieve a 200% increase in lead generation by creating full-funnel content.
- Build and direct a team to increase LinkedIn follower growth by 230+% through organic and paid content.

ManpowerGroup Talent Solutions

November 2021-April 2023

Copywriter (remote)

- Received 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.

WayUp

December 2018-January 2020

B2B Content Writer (in-person)

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

Freelance

2009-Present

Copywriter (remote)

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