



## CONTACT

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🌐 [www.alexcsedrik.com](http://www.alexcsedrik.com)

## SKILLS

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

## TECHNOLOGY

- GA4 Analytics
- Google Workspace
- Hootsuite
- HubSpot
- Marketo
- Microsoft Office
- Salesforce
- Sprout Social
- Trello
- WordPress

# ALEX CSEDRIK

## MARKETING MANAGER

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

## WORK EXPERIENCE

### JLAM

Marketing Manager

**Apr 2023-Present**

Rehoboth Beach, DE

- Develop the marketing strategy and execute tactics to increase revenue by 21%
- Achieve a 200% increase in lead generation by creating full-funnel content, contributing to \$40 million in funds raised in 2024
- Build and direct a team to increase social media follower growth by more than 300% through organic and paid content

### ManpowerGroup Talent Solutions

Copywriter

**Nov 2021-Apr 2023**

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

### Dewey Marketing Committee

Chairperson

**Sep 2022-Sep 2024**

Dewey Beach, DE

- Lead meetings with the Dewey Beach Marketing Committee
- Plan and advertise events to increase revenue for fundraising needs
- Create a new tagline—"Delaware's Favorite Playground"—for the town



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## EDUCATION

### Fairleigh Dickinson University

- Master of Fine Arts, Creative Writing Fiction

### Montclair State University

- Master of Arts, English

### DeSales University

- Bachelor of Arts, English
- DeSales University Creative Writing Award

# ALEX CSEDRIK

## MARKETING MANAGER

### Consumer Acquisition

**Feb 2021-Jun 2021**

Manager, Corporate Marketing

Remote

- Wrote drip campaigns, sales outreach, and nurture emails to increase lead generation by 23%
- Increased CTR and engagement on LinkedIn by 78%
- Interviewed subject matter experts and researched to write blogs and whitepapers

### WayUp

**Dec 2018-Jan 2020**

B2B Content Writer

New York, NY

- 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

### GWP

**Apr 2016-May 2018**

Copywriter

Montclair, NJ

- Scripted radio and television commercials tailored to target audiences
- Researched and wrote monthly blogs using SEO tactics about clients in diverse categories such as aesthetics, laser vision correction, and marketing
- Implemented paid search strategy that increased conversions up to 25% for all clients

### Freelance

**Jan 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