**Alex Mackenzie**

**Residence: Dallas, TX and willing to relocate**[**mackenzie475@gmail.com**](mailto:mackenzie475@gmail.com) **| (919) 417-3137**

PROFESSIONAL OVERVIEW

**Marketing, Strategy and Design Leader** with experience across strategic marketing plans, working with product development from the initial stages of product conception to create value-added solutions for clients and partners. Industry experience includes Cybersecurity, Employee Benefits, Retirement Services, and SaaS Technology. A collaborative creative problem-solver, bringing proven successes in national brand recognition and creative program execution. Adept at creation, development, marketing, design and engagement of products and services, as well as the information that supports them, while keeping a hands-on approach to creating graphic art and visual designs. Polished communicator with endless optimism, positive energy and enthusiasm for growing both people and companies.

ADVANCED & EXPERT SKILLS

* Marketing strategy & research
* Partner programs
* Creative Services Development & Management
* Event planning & management
* Channel development
* Distribution partnerships
* Sales management support
* Product development support
* Brand management
* Competitive analysis
* Project management
* Content management
* Classroom training
* Adobe Creative Suite
* Bootstrap3
* HTML5 & CSS3
* Prototyping
* User experience design
* User interface design
* Graphic design
* Visual design
* Web design

PROFESSIONAL EXPERIENCE

# Cyber adAPT, Dallas, TX, January 2018 – Present Senior Marketing Director & Consultant

* Creation and management of marketing teams and its initiatives, including creative services, marketing automation, PR, UX/UI, events and shared time with the sales operations associate.
* Create all initial graphic designs, color pallets and templates to set the environment for teams to follow.
* Set marketing plan and budget to align with channel, OEM, and distribution sales strategy.
* Develop campaigns that continue to nurture the brand while facilitating a distribution model.
* Work with sales team to support lead generation and brand awareness initiatives.
* Set product marketing program to support verticals targeted by Sales inclusive of collateral, branding, and copy editing.
* Define process and standards by which product marketing content is approved and disseminated while aligning with the style manual and corporate branding guidelines.

# Vantage Benefits Administrators, Dallas, TX, June 2016 – October 2017 Chief Marketing Officer (June 2017 – October 2017)

* Created graphic and collateral materials to equip Advisers with the messaging to sell Vantage’s services to their plan sponsors in a Train-the-Trainer model empowering the Broker-Dealers.
* Created Vantage’s Partner Programs including a plan and strategy to increase revenue by driving relationships deep.
* Co-wrote and created presentation for our ERISA counsel to present at partner lunch and learns with plan sponsors.
* Presented our differentiators and value props to investment executives whose AUM exceeds $250B each establishing deeper relationships.
* Designed and created industry tradeshow booths, event banners and graphics to increase industry presence.
* Responsible for marketing strategy and Vantage’s overall marketing plan, working with product development from the preliminary stages of product conception to create value-added solutions for clients and partners.
* Supported the sales management, product development, and customer services teams.
* Created strategies to refresh, grow, and then accelerate Vantage’s brand recognition, market share, marketing initiatives, business development, and channel distribution.

# Marketing Director (November 2016 – May 2017)

* Led the effort to brand all of Vantages services, including the branding, graphic designing, writing, positioning, and naming convention: Vantage RetireSmartSM (401(k) Retirement Solutions), Vantage HealthRiteSM (Health and Welfare Consulting), Vantage ShieldSM (fiduciary services), Vantage SaversSM (Spending Accounts, FSA, HAS, HRA), Vantage PlatinumSM (actuary services like cash balance and profit sharing), Vantage COBRA (COBRA) and Vantage OneSourceSM.
* Established the Creative Services team and wrote 8 job descriptions, interviewed, and hired 8 staff members: Creative Manager, Content Manager, Product Marketing Associate, Marketing Associate, Videographer, Script Writer, Technical Writer, and later the Marketing Director after I was promoted to CMO.
* Co-wrote, edited, and put into place a series of email campaigns that lead to increased engagement and over 1600 new legitimate leads in a 30-day period.
* Led the marketing team, sales team, and the customer service team in a complete redesign of the MS Dynamics CRM yielding a lean database removing 20k bad emails that was wasting everyone’s time.
* Conducted market research and took additional after-hours training to increase my industry knowledge.
* Segmented and mapped our audiences for both the retirement side of our business and the health side leading to a better differentiation of our services as well as better targeted value propositions.
* Produced a tabbed product kit for sales capturing all seven services in one elegant solutions folder.
* Created foundational documents that captured the historical view of Vantage’s purpose, its “why?”
* Produced the first videos and webinar sessions to begin building a library of thought-leadership media.
* Established company lunch and learns to raise the employee’s understanding of our space.

# Lead Web Developer (June 2016 – October 2016)

* As a web developer using Google Analytics, AdWords, and the CRM becomes a necessity.
* Developed and implemented a new corporate website in just 40 business days.
* Created, managed and evangelized my team, the company and our partners about our brand elevating its value and position in the marketplace. A company’s brand must always be prominent and protected.
* Created new designs for marketing collateral and developed social media graphics for daily posts.

# Apptricity Corporation, Irving, TX, September 2014 – February 2016 Design Manager and Visual Designer

* Managed, led, and implemented a new enterprise-level website in just 31 business days.
* Created visually engaging and innovative print, mobile, presentation, UX/UI, and web solutions.
* Led and cultivated relationships between marketing, UX UI, and development, bringing unity to visual branding.
* Using the power of imagery, supplied the driving force to elevate Apptricity’s impact in its space.
* Led from concept to fruition all graphic elements, assets, signage, icons, new company logo, and visual aesthetics.
* Implemented best practices for running and engaging an efficient creative team that included a web developer, a lead UX/UI developer, a digital designer, and a graphic designer.

# Employees’ Retirement Fund of the City of Dallas, Dallas, TX, September 2013 – August 2014 Web, Visual, & Communications Consultant

* Designed, created, and project-managed the pension fund’s first 24-page Member’s Guide from concept to press.
* Provided the creative vision for the pension fund’s new Death Benefit Form from concept to press.
* Led the concept for the ERFtv Educational Portal from ideation to design to UX/UI through production and launch:
* Assessed written communication, theme, scripts, and scope of this video communication project; presented improvements, increased the value, and set in motion a project that had been stalled for two years.
* Led the redesign of the UX/UI for the ERFtv web portal so the vendor’s template more closely matched the ERF website’s look and feel, adapting changes as necessary to create a responsive design foundation.
* Took a single sign-on challenge, going from nothing to wireframe to prototype:
* Created an SSO from scratch as a challenge from the IT manager.
* Created, developed, and presented a secure, validated, single sign-on prototype utilizing MySQL, PHP, and JavaScript.

# ForeScout Technologies, Cupertino, CA, June 2013 – September 2013 Visual Design Contractor

* Redeployed HTML and PDF files to the live WordPress site utilizing visual design best practices.
* Implemented the layout of marketing collateral in InDesign following the extensive corporate style guide.
* Made recommendations and improved all corporate collateral, including print, web, and data.
* Used SalesForce and Pardot software to implement, update, edit, troubleshoot, and track marketing campaigns.

# Wake Technical Community College, Raleigh, NC, August 2011 – May 2013 Full Time Student

Web Technologies

MySQL

Intro to Logistics

Lean Six Sigma

PMI/PMP Training

Adobe Creative Suite

Business Analytics

# Freelance Opportunities, Raleigh, NC (Part Time Work while in School) August 2011 – May 2013

* Created a CMS site in conjunction with the associate pastor for the planting of a small church.
* Transitioned a CMS site, simplifying it and providing a tutorial on using the CMS.

# Leadership Team Development, Raleigh, NC, 2006 – 2011 Lead Web & Audio Coordinator

* Supervised two part-time audio editors, directed subject matter experts, and created 500 audio training library titles.
* Drove the creative vision for a UX/UI platform that uniquely identified sales teams by their manager.
* Researched, wrote, and created content for the entire sales organization’s business launch in 2006.
* Led concept development for launching the company’s LTDtv brand, including the original idea, UX/UI, logo, and portal.
* Implemented best practices for the web development strategy utilization of streaming audio, video, and social media.
* Created and implemented training programs for 30,000 subscribers to include Google analytics, unique-user tracking analytics and social media elements for influencing, educating, growing, and retaining membership.
* Completed front-end design, UX/UI, wire frames, and storyboard for a unique single sign-on, allowing multiple passwords to direct users to specific content areas so a salesperson could create a unique password, and have it directed to a specific URL so when his or her contacts accessed their unique sales page, the password would identify and direct them to the product or information as previously described, selected, or determined by the salesperson.
* Led with best practices the evaluation of training and educational content to meet industry accreditation standards, ensuring $1.5 million in year-end bonuses for LTD’s 12 leadership council members in 2009.

ADDITIONAL WORK HISTORY

More information about the work experience below is available upon request:

* Serious MX – Communications Manager
* Wake County IT, NC – UX/UI Project Manager
* City of Fayetteville, NC – UX/UI Content Management
* Cisco Systems – Web Manager & Administrator
* Build Net, Durham, NC – UX/UI Design Coordinator
* IBM – UX/UI Design, Web Admin, Content Manager

EDUCATION

# Master of Arts, Government – Regent University, Virginia Beach, VA

# Master of Arts, Product Design – North Carolina State University, Raleigh, NC

# Bachelor of Arts, Economics & Business Management – North Carolina State University, Raleigh

MILITARY

# H.M.2, Hospital Corpsman – United States Navy Reserve, Great Lakes, IL