

# Alexander Duncan

STRATEGIC MARKETER

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## Career Highlights

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Dynamic leader, communicator, and problem-solver dedicated to driving business growth. My focus is on creating long-term value through opportunity identification, customer acquisition, market expansion, and innovative product/technology development. I build strong relationships with partners, customers, and employees to achieve sustainable success.

## Experience

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SRM (Strategic Resource Management) | Product Marketing Lead

Aug 2023 – Nov 2024

- **Strategic Product Marketing Leadership:** Drove awareness, adoption, and revenue for financial institution-focused offerings, ensuring alignment with business objectives and market needs.
- **Thought Leadership & Public Speaking:** Managed speaking engagements and industry events, positioning SRM as a financial sector authority through high-impact presentations.
- **Content & Industry Engagement:** Created timely blog content addressing industry trends, enhancing SRM's credibility and influence.
- **Cross-Functional Collaboration:** Partnered with teams to develop product positioning, messaging, and go-to-market strategies for consistency across channels.
- **Market Research & Product Development:** Leveraged market insights to refine messaging and ensure competitive, market-aligned offerings.
- **End-to-End Product Launches:** Led product launches from planning to execution, ensuring successful market entry and customer adoption.
- **Messaging & Campaign Optimization:** Developed compelling value propositions and monitored marketing campaigns to drive engagement, optimize performance, and maximize ROI.
- **B2B Marketing Expertise:** Strengthened SRM's brand in the financial sector, fostering growth and long-term customer relationships.

BMTX (BankMobile Technology) | Marketing Specialist

Aug 2022 – Aug 2023

- **Compliance & Process Management:** Led the compliance review process for all marketing collateral, proposals, and contracts, ensuring all materials met regulatory standards. Implemented an autonomous process for future reviews, increasing efficiency and reducing turnaround time.
- **Customer Engagement & Partnerships:** Managed key customer engagement initiatives and partnerships targeting niche student segments. Focused on customer acquisition, retention, and driving the growth of deposit and spend activity within these segments.
- **Strategic Growth & Relationship Building:** Oversaw strategies to enhance core growth by fostering strong customer relationships, driving engagement, and ensuring alignment with business objectives.

Homeowners Services Group | Assistant Marketing Manager, Digital/ Media

May 2022 – Aug 2022

- **Digital Marketing & Paid Media Strategy:** Assisted in developing and executing digital marketing strategies across organic and paid channels, ensuring alignment with business goals and target audiences.

- **Campaign Management & Optimization:** Supported planning, execution, and continuous optimization of paid media campaigns across search and social platforms to drive brand awareness, lead generation, and customer acquisition.
- **Performance Analysis & Budget Allocation:** Tracked key performance metrics, prepared reports to assess effectiveness, and assisted in budget management to maximize ROI through data-driven optimizations.

#### Homeowners Services Group | Marketing Specialist

Jan 2020 – May 2022

- **Direct Mail Creative Management:** Managed hundreds of quarterly and monthly creative reviews for direct mail campaigns, focusing on home warranty and protection plans, and contributed to strategic development and implementation.
- **Process Improvement:** Enhanced efficiency in routing and review processes by streamlining workflows with key internal and external partners. Led and facilitated review teams for final approval of pre-production proofs.
- **Subject Matter Expert & Point of Contact:** Acted as the primary point of contact and subject matter expert for various markets and partnerships, ensuring alignment and clarity across teams

#### Alpha Motorsport & Design | Owner & Founder

August 2018 – Mar 2020

- **E-Commerce & Product Development:** Designed, developed, and launched a successful automotive-themed e-commerce store, overseeing product development from concept to market launch, ensuring a seamless user experience and strong product-market fit.
- **Digital Marketing & Community Engagement:** Drove SEO, social media campaigns, and email marketing to grow a community of 3,000+ followers, leveraging targeted content and digital ads to increase brand awareness and engagement.
- **Customer Conversion & Retention:** Implemented strategies to convert followers into loyal customers through SEO, social media content, and retargeting ads, boosting sales and repeat purchases.
- **Brand Development & Social Media Strategy:** Established a strong brand identity centered on motorsport passion and quality design by managing social media channels, creating engaging content, and running promotions to maintain high engagement.
- **Market Analysis & Growth Strategy:** Conducted market research to refine marketing strategies and product offerings, as well as identify new growth opportunities.

#### OPEX Corporation | Marketing Coordinator

July 2018 – Oct 2019

- **End-to-End Product Launch & Cross-Functional Collaboration:** Led successful launches of STS, Ovation, and Falcon+ products, collaborating with engineering, sales, and executive teams to align on features, testing, positioning, and go-to-market strategies. Worked closely with engineering to refine technical specs and ensure market readiness.
- **Trade Show Leadership & Content Development:** Managed OPEX's presence at industry trade shows, coordinating demos and building relationships with key stakeholders. Led the creation of product content- including sales materials, technical documentation, and case studies- to effectively communicate value propositions.
- **Internal Training & Brand Development:** Developed and delivered internal training for sales teams, equipping them with product knowledge and effective sales tactics. Directed brand development for each product, ensuring a cohesive message, and led market research to inform product development and marketing strategies.

## Education

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Notable Experiences & Awards

- Microsoft Office Specialist; Excel
- Best of Camden County NJ Leadership award (2014)
- Eagle Scout; Boy Scouts of America
- **Business Launches:**
  - Lighthouse Health & Wellness
  - Alpha Motorsport & Design
  - By The Book Edits
  - Woodshop Watches
- Google Analytics, Social Media Advertising, SEOs
- SEU ENACTUS Business Consulting Team Leader
- Strategic FinTech Marketing Engagement

Skills & Abilities

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|----------------------------------|-------------------------|-----------------------------|
| • Strategic product marketing    | • Customer acquisition  | • Trade show management     |
| • Cross-functional collaboration | • Customer retention    | • Product launch management |
| • Market research                | • Product positioning   | • Performance analysis      |
| • Digital marketing              | • Messaging strategy    | • Paid media management     |
| • Content development            | • Go-to-market strategy | • Budget management         |
| • Brand development              | • Sales enablement      | • Thought leadership        |
| • Campaign management            | • SEO                   |                             |
|                                  | • Social media strategy |                             |
|                                  | • Email marketing       |                             |