



## PROFILE

I am a dynamic leader, communicator, and problem-solver passionate about helping businesses thrive. My goal is to create long-term value by identifying growth opportunities, reaching new customers, expanding into new markets, and developing innovative products and technologies. I excel at building meaningful relationships with partners, customers, and employees to drive sustainable success.

## CONTACT

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## CERTIFICATES/ MEMBERSHIPS

- Microsoft Office Specialist; Excel
- Young Entrepreneurs Academy
- PADI Open Water Diver

## NOTABLE EXPERIENCES & AWARDS

- Eagle Scout; Boy Scouts of America
- Business Launches:
  - 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

## REFERENCES AVAILABLE UPON REQUEST

# ALEXANDER DUNCAN

Strategic Marketer & Thinker

## WORK EXPERIENCE

### Strategic Resource Management

- Product Marketing Lead August 2023 - November 2024
- Lead strategic product marketing, driving awareness, adoption, and revenue for diverse offerings targeting financial institutions.
  - Manage speaking engagements and national opportunities, positioning SRM as a thought leader in the financial sector.
  - Develop relevant and timely blog content to engage industry professionals and address current financial trends.
  - Collaborate with cross-functional teams to craft effective product positioning, messaging, and go-to-market strategies.
  - Utilize market research to inform product development and messaging, ensuring competitiveness.
  - Manage end-to-end product launches, from planning to execution, ensuring successful releases.
  - Create and manage product messaging, value propositions, and content.
  - Represent the company at trade shows, enhancing brand visibility and engagement.
  - Monitor and optimize product marketing campaigns through data-driven insights.
  - Leverage B2B marketing expertise to elevate brand growth within the financial sector.

### BankMobile Technologies

- Communication & Compliance Marketing Specialist August 2022 - August 2023
- Manages the compliance review process for all marketing collateral, proposals, and contracts while implementing an autonomous process for future efficiency.
  - Oversees key customer engagement, partnerships and initiatives for niche student segments; including customer acquisition, retention, and core growth of deposit and spend activity.

### American Water (Homeowner Services)

- Assistant Marketing Manager, Digital/ Media May 2022 – August 2022
- Assisted in the implementation, strategy, and reporting of digital marketing efforts and paid media.

- Marketing Specialist January 2020 – May 2022
- Managed hundreds of quarterly and monthly direct mail creative review processes and aided in strategic development and implementation for home warranty and protection plans.
  - Improved efficiencies in the routing and review processes across key internal and external partners. Trained, led, and facilitated critical review teams for final review of pre-production proofs.
  - Primarily point of contact and subject matter expert for various markets and partnerships

### Alpha Motorsport and Design

- Founder/Owner August 2018 – March 2020
- Designed and solely launched a successful automotive themed e-commerce store. Developed products, ran digital and social marketing efforts, and built community engagement of over 3,000 followers. Focused on converting followers to customers via SEO, social media, and digital marketing.

### OPEX Corporation

- Marketing Coordinator July 2018 – October 2019
- Oversaw all marketing activities, including the development and implementation of all marketing plans for OPEX Corporation's Incoming & Scanning Division. Responsible for product testing, brand development, market research, and trade show representation.

## EDUCATION

### Southeastern University

- Bachelor of Science, Marketing and Business Management (Dual Degree)
- 3.5 GPA, Concentration in Entrepreneurship
  - Worked closely with "Young Entrepreneur Academy" as a mentor and ENACTUS as marketing coordinator and small business consulting team lead.