

ALEXANDRA GARCIA

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FREELANCE MARKETING CONSULTANT

HELLO ALEX GARCIA LLC

DEC 2017 - PRESENT

- Provide support in content strategy, content creation, social media management, project management, and copywriting.
- Clients have included destination ski resorts, large-scale news publications, boutique coffee shops, property management firms, and tourism boards.

MARKETING & E-COMM MANAGER

ORU KAYAK

JAN 2022 - JULY 2023

- Formulated and executed marketing and e-commerce strategies to boost brand awareness, retention, and revenue - doubling on-site conversion rate.
- Project managed and successfully launched 20+ new products from end to end including pricing, packaging, messaging, merchandising, and promotional calendar.
- Established ambassador, creator, and brand partner programs and relationships from scratch, ensuring a constant stream of fresh content.
- Leveraged analytical insights, targeted messaging, and audience segmentation to craft compelling and converting email and SMS campaigns.

MANAGER, BRAND MARKETING

VAIL RESORTS - STEVENS PASS SKI AREA

NOV 2020 - NOV 2021

- Partnered with centralized strategy teams and local operational teams to bring Stevens Pass brand to life for guests via all communications and messaging.
- Oversaw Content & Snow Reporting team, delivering on-brand content and fostering growth.

SENIOR SPECIALIST, BRAND MARKETING

VAIL RESORTS - KEYSTONE SKI RESORT

MAY 2019 - NOV 2020

- Built and managed 30+ vendor relationships for multi-year brand campaigns.
- Tailored email campaigns for diverse customer segments at all stages of their purchase journey.
- Managed comprehensive website content.

CONTENT SPECIALIST, BRAND MARKETING

VAIL RESORTS - BRECKENRIDGE SKI RESORT

NOV 2017 - APR 2019

- Created multimedia content for all social and digital channels.
- Built process for enterprise-wide brand partnership tracking.
- Worked with Experience Team to execute large-scale events.



BACHELOR OF SCIENCE

Advertising

University of Colorado Boulder

BACHELOR OF ARTS

Ecology & Evolutionary Biology

University of Colorado Boulder



LEADERSHIP ESSENTIALS

Vail Resorts leadership courses with curriculum on leadership styles, talent development, delivering feedback, managing expectations, team dynamics, and adapting communication styles.

CONTINUOUS LEARNING

Regular participation in courses focused on branding, design, copywriting, and more via Skillshare, Sweathead brand strategy course, and online learning platforms.



- Shopify, Wordpress, SquareSpace, Drupal, Sitecore
- Copywriting + Editing
- Content Creation
- Asset Management
- Adobe Creative Suite
- Figma, Canva
- Klaviyo, Attentive, Salesforce
- Project Management
- Asana, Monday, ClickUp, Wrike
- Team Development
- Relationship Building
- Stakeholder Management