



SPENCER ALEXANDER

PsG BSc

I'm a versatile marketing specialist who finds it easy to work both independently or as part of a wider team. I prefer to adopt an inclusive approach to work by being diplomatic, building relationships and motivating others. I have developed a variety of skills through many years as a digital marketing manager, marketing consultant and scout leader.

I'm a director of an Irish non-profit charity, Nandri. We work to help disadvantaged women and children in India out of the poverty trap, through micro-finance loans, education grants and community projects.

I spend the rest of my free time creating art installations, growing my own food and doing carpentry.

CONTACT

✉ Email
spencer@maltandmash.com

☎ Phone
[+353 86 157 4709](tel:+353861574709)

🌐 Website
www.maltandmash.com

CONNECT

🌐 LinkedIn
<https://www.linkedin.com/in/spencerkalexander/>

CAREER HISTORY

NON-PROFIT DIRECTOR | NANDRI

Jan 2021 – Present

- Developed and implemented a strategic vision for the organisation, while reviewing and delivering a new company structure to increase supports to our beneficiaries.
- Developed and executed marketing strategies to advance the mission and increase impact of the organisation.
- Executed fundraising and development strategies, representing the organisation to B2B audiences and building public awareness.

DIGITAL MARKETING CONSULTANT | MALT & MASH MARKETING

June 2018 – Present

Developed and executed comprehensive B2B and B2C digital marketing strategies to drive website traffic and increase conversions:

- Conducted market research to understand customer needs, behaviours, and buying habits.
- Developed detailed marketing plans that defined target audiences, objectives, and key performance indicators.
- Implemented multichannel campaigns using email, social media, paid search, display, VOD, events, influencers, and media partnerships to reach target audiences.
- Collaborated with cross-functional teams, including sales, product, and customer support, to ensure a seamless customer experience and improve conversions.
- Delivered client training and upskill workshops to help clients understand how to effectively use different digital marketing channels.

Ran multiple digital products and e-commerce platforms, continually improving performance:

- Reviewed digital product and e-commerce platforms, ensuring a consistent and optimised customer experience.
- Assessed digital product performance to drive online sales and deliver key insights for development teams to implement.
- Analysed product performance data to identify areas for improvement and drive online sales.
- Delivered insights and recommendations to development teams to optimise product features and improve performance.
- Installed tracking and reporting systems to measure the success of marketing campaigns, using attribution models to increase ROI.

Implemented and managed paid media campaigns on Google (€600k under management annually) and social media platforms (€400k in IE & £250k in UK), focused on awareness, consideration, conversion, and advocacy:

- Managed paid media campaigns across multiple channels, including Google and social media platforms, to reach target audiences.
- Allocated budget and resources effectively to maximise results and ROI.
- Focused on creating awareness, driving consideration, converting customers, and fostering advocacy through targeted campaigns.
- Analysed campaign performance and made data-driven decisions to continuously improve results.
- Collaborated with cross-functional teams to ensure consistency and alignment across all marketing efforts.

Improved customer journeys by creating and optimising conversion funnels, data analysis and customer feedback to meet customer needs and drive business growth:

- Conducted user testing and analysed website analytics to identify common pain points in the customer journey.
- Acted on customer feedback, incorporating changes and improvements into product development processes.
- Developed a comprehensive understanding of the customer's needs and objectives at each stage of the funnel.
- Implemented changes to improve website navigation, content, and CTAs to optimise the customer journey.
- Collaborated with internal teams to continuously improve products and services based on market trends, customer needs, and technological advancements.

Managed website redesign and development projects, including:

- Collaborating with web development teams to ensure project timelines and budgets were met.
- Communicating project goals, design and functionality requirements to stakeholders.
- Ensuring that the website design and user experience aligns with the overall digital marketing strategy.
- Quality assurance testing and site launch processes.
- Analysing website analytics and performance metrics to improve website experience and increase conversions.
- Working with the development team to implement updates and improve site functionality and usability.
- Staying up-to-date with the latest website design trends and technologies to ensure the website was modern and accessible to all users.

Produced high-quality content to improve website engagement and drive organic traffic, with SEO optimised content for website and social media channels:

- Conducted keyword research to identify popular search terms and target audience interests.
- Created content that was educational, informative and engaging, using a variety of formats such as blog posts, infographics, videos, and interactive content.
- Ensured all content was optimised for search engines with appropriate keywords, meta descriptions, and tags.
- Shared content across various social media platforms and monitored engagement to identify the most effective channels.

Designed and executed targeted email campaigns, increasing open rates and CTR:

- Segmented email lists based on customer behaviour, demographics and past purchases.
- Developed compelling subject lines, calls-to-action, and personalised messaging to improve email open rates and engagement.
- Designed visually appealing emails that were mobile-responsive and optimised for different email clients.
- Analysed campaign performance and made data-driven decisions to improve open rates, CTR and conversion rates.

Developed loyalty and referral programs to retain customers and drive word-of-mouth referrals:

- Created incentive-based programs that rewarded customers for their loyalty and referrals.
- Used referral tracking software to monitor and measure the effectiveness of the referral program.
- Offered unique rewards and incentives to customers who referred new business, such as discounts, free products, or early access to new products.
- Continuously refined and improved the loyalty and referral program based on customer feedback and program performance.

DIGITAL MARKETING MANAGER | HAVAS, DUBLIN

February 2016 – June 2018

- Day-to-day management including client, media and PR agency liaising, studio scheduling, budgeting, website maintenance, campaign and analytics reporting and adaptations based on learnings for my client list: Hennessy, Bridgestone, Firestone, First Stop, Microsoft, Hyundai, Valeo, Jacob's Biscuits, Slane Whiskey, Slane Distillery, Jack Daniel's, Campus.ie, Mercedes, Diageo.
- Developed music and arts event activations for Hennessy and Firestone, creating installations, communications strategies, digital campaign setup and management, delivering numerous sold-out events.
- Managed sponsorship partnerships for Hennessy, Bridgestone and Firestone, liaising with client, public relations agencies and beneficiaries, in the development, execution and amplification of sponsorships through events, social, activations and media.
- Delivered CRM & POS architecture design and development for GDPR compliance. Devised a digital data processing system, migrating the handling of physical data to a digitally compliant system.
- Responsible for whole brand position assessments, campaign development and project management for fully integrated marketing solutions, inclusive of digital, social, content, event, sponsorship, OOH, print, radio and TVC strategies, leading to the acquisition of new client business.

- Development and execution of media strategy and buying over social and GDN, including audience building, pixel tracking, retargeting, and keyword selection.
- Project management of website, social & app re/design and development projects, including brand guidelines, tone of voice, website design, copywriting, CMS implementations, client liaison, and budget and CPA delivery.

DIGITAL MARKETING & SEO EXECUTIVE | GARDINER GROUP, DUBLIN

Jul 2014 – Jan 2016

- Worked across multiple business units enhancing their online presence by optimising website SEO, Google AdWords and Google Merchant Centre campaigns in UK and Ireland.
- Managed retail sales, customer relations and expenditure/revenue reports presented to management.

SCOUT LEADER | 32ND RATHGAR SCOUT TROOP, DUBLIN

Aug 2007 – Feb 2013

- Integral part of team of five leaders, managing and organising a full range of scouting activities in Ireland and abroad for a group of 40 children.
- Held the position of Section Secretary and Section Treasurer, managing accounts, completing reconciliations and annual budgeting.

DIGITAL TOOLKIT EXPERTISE

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|-----------------------|----------------------|---------------------------|-------------------------|-----------------------|
| • Google Analytics UA | • Mailchimp | • LinkedIn Ads | • Zendesk | • Adobe Product Suite |
| • GA4 | • Sendgrid | • Twitter Ads | • Zapier | • Figma |
| • Tag Manager | • Google Ads Partner | • Audiense | • SEMRush | • Airtable |
| • Optimise | • Meta Ads | • WordPress / WooCommerce | • Hubspot | • Stacker |
| • Segment | • TikTok Ads | • Shopify | • Hotjar | • Whimsical |
| • Mixpanel | • Pinterest Ads | • Data Feed Watch | • Trustpilot | • Miro |
| • Klaviyo | • Reddit Ads | • Stripe | • Google Cloud Platfrom | • Notion |

EDUCATION

- 2023 Certified Google Partner
- 2016 Postgraduate Diploma In Digital Marketing & Social Media (Accredited By PRII) I.I (Distinction)
Fitzwilliam Institute, Blackrock, Co. Dublin (October 2015 – February 2016)
- 2014 Postgraduate Diploma in Accountancy I.I (CAP I Exemption)
Dublin Institute of Technology, Aungier St, Dublin 2 (September 2013 – June 2014)
- 2013 B.A. (Hons) Philosophy II.I Honours
Trinity College Dublin, College Green, Dublin 2 (September 2009 – May 2013)

INTERESTS

ART INSTALLATION CREATION AND PRODUCTION

Conceptualised and created three standalone interactive art installations in collaboration of art collectives and individuals; The Tesseract, Triscala and The Glowhole. Responsible for project coordination, design, construction and liaising with festival organisers. View them here: www.maltandmash.com/installations/

ALLOTMENT

During the summer months my partner and I grow all our own food at our allotment.

CARPENTRY

Build furniture and garden pieces. Teaching myself to do joinery with hand tools currently.