

ALEC GARDNER

MARKETING & BRANDING LEADER

I'm Alec, a digital marketer with a wealth of experience as both a practitioner and marketing team leader. I love to help startups and businesses grow and scale by using digital mediums to tell authentic and compelling brand stories.

CONTACT

Phone
719-310-8396

Email
me@alecgardner.com

Website
alecgardner.com

LinkedIn
linkedin.com/in/gardneralec

PRO SKILLS

Wordpress	● ● ● ● ○
Javascript	● ● ● ○ ○
Adobe CC	● ● ● ● ○
Hubspot	● ● ● ● ●
SalesForce	● ● ● ○ ○

LANGUAGE

English	● ● ● ● ●
Spanish	● ● ● ○ ○

EXPERIENCE

2020 - 2021
Johnstown, CO

FOUNDER
6onethree

Founded a digital marketing and lead generation company that provides high-converting multi-channel marketing campaigns to drive revenue growth and increase brand exposure for clients.

2019 - 2020
San Antonio, TX

HEAD OF EMPLOYER BRANDING
TaskUs - North America & Europe

Empowered a multi-national team of employer branding professionals developing high-quality thought leadership, employee engagement, and recruitment marketing content.

2018 - 2019
San Antonio, TX

MARKETING OPERATIONS SPECIALIST
Accenture

Travelled across the US providing marketing support to clients in the real estate industry. Services included graphic design, web design, brand building, and pipeline development.

2016 - 2018
San Antonio, TX

MARKETING SUPPORT SPECIALIST
American Payroll Association

Revolutionized APA's B2B marketing strategy by implementing a digital media kit to sell products, creating marketing automation workflows, and writing targeted conversion-driving email copy.

2014 - 2016
Colorado Springs, CO

FOUNDER
Vitality Marketing

Developed and grew a digital marketing company based in Colorado Springs serving local businesses. Services included website development, content creation, and search engine optimization.

2013 - 2014
Amarillo, TX

CONTENT MANAGER
Gisch Media

Helped found a new digital marketing startup in the Amarillo area as the first employee. Wrote marketing copy for clients, as well as website, social media, and blog content for internal use.

EDUCATION

2016 - 2018
Western Governors University

BACHELOR OF SCIENCE
Software Development

Competency based program that required a high degree of discipline and self-guidance. Emphasis on Java and mobile development.

2012 - 2014
West Texas A&M University

BACHELOR OF ARTS
Advertising & Public Relations

Traditional university curriculum specializing in advertising and public relations best practices. Emphasis on major accounts and agency work.