

Alejandro Zarazua

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Professional Summary

Results-driven digital marketing professional with over a decade of experience delivering exceptional user experiences and driving business growth. Expertise in managing end-to-end website projects, including e-commerce platform redesigns, search engine optimization, and content creation across global markets. Proven leader in training teams, implementing process improvements, and aligning digital strategies with organizational goals.

Professional Experience

Digital Marketing Freelance

June 2023 – Present

- Led a six-month website overhaul project which included restructuring the content layout of more than 500 product description pages.
- Updated and published monthly sales and promotional landing pages across five countries and four languages.
- Assisted in auditing metadata, alternative text (alt tags), and broken web links to help optimize website content using on-page SEO techniques.

Senior Digital Content Manager

March 2019 – June 2023

Plexus Worldwide – Scottsdale, AZ

- Designed, built, and published over 100 landing pages using Contentful and WordPress to support marketing and sales.
- Implemented a ticket intake process for website updates using Jira designed to improve team workload and tracking.
- Led a two-year website product redesign, with a key responsibility of identifying and updating all images on the website.
- Facilitated bi-weekly team project planning, assigning work projects and priorities for a team of four content managers.
- Established onboarding training for new content managers by creating a library of SOPs, training videos, and articles.
- Managed online store of over 500 unique SKUs to ensure all product content and pricing was accurate and user-friendly.

Web Digital Media Specialist

June 2018 – March 2019

American Barcode & RFID – Phoenix

- Increased the social media presence of Facebook, Twitter, and LinkedIn accounts by more than 25 percent.
- Responsible for the creation of all content marketing assets, including infographics and white papers.
- Created, analyzed, and maintained email marketing automation journeys for new and existing customers.
- Optimized existing web content to increase organic traffic through keyword research, on-page SEO, and metadata.
- Conducted A/B testing to refine subject lines, messaging, and designs based on data-driven insights.

Communications Specialist

September 2015 – February 2018

Plexus Worldwide – Scottsdale, AZ

- Created, edited, and deployed all email communications for customers across four global markets.
- Launched weekly email newsletter and website to improve communications for more than 500,000 customers.
- Developed and owned weekly calendar that included an average of 45 actionable tasks per week.
- Crafted and sent on-demand crisis communications during business and nonbusiness hours.
- Oversaw email and SMS lists to target specific audiences and enhance personalization of emails and text messages.

Product Delivery Manager

March 2013 – April 2015

WebPT - Phoenix

- Led the creation and publishing of new product launch training material for more than 45,000 users.
- Managed online “Ideas Portal” community network that provides education, forums, and webinars for WebPT users.
- Facilitated in-person training for business stakeholders on upcoming software features and enhancements.
- Championed several compliance and HIPAA-mandated software enhancements that impact rehab therapists.

Member Support Team Lead

July 2011 – March 2013

WebPT - Phoenix

- Served as the escalation point for complex customer issues, working with QA and development teams on resolutions.
- Managed and mentored a team of 15 customer service agents who oversaw nearly 4,000 calls and emails per month.
- Conducted training for new enterprise and small business customers when onboarding their clinic with WebPT software.

Skills and Software

WordPress, Contentful, Wix, HTML, CSS, Adobe Creative Suite, Google Analytics, Salesforce, Pardot, SEMrush, SEO, UI/UX, Agile, Web Development, Communications, Copywriting, Graphic Design, Project Management, Strategic Planning.

Education

Bachelor of Business Administration, Northwood University, Midland, MI