

Alexandrea Holder

Content Marketing Strategist, Copywriter, and SEO Specialist

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EXPERIENCE

DermCare Management, Hollywood, FL — *Marketing Specialist*

May 2022 - PRESENT

An integral part of the internal marketing team managing 30+ brands with 70 national locations and 140+ physicians and healthcare providers. Primary objectives include increasing organic website traffic conversions (average 35% increase in 18 months), supporting business development and recruitment initiatives, and improving email marketing efforts (average 45% increase in consumer interactions).

Niznik Behavioral Health, Miami Gardens, FL — *Lead Content Creator*

August 2015 - May 2022

Responsible for developing site content for more than 15 web properties, including SEO-driven site pages, blog content, long-form articles, and more. Collaboration on print and digital ads, email campaigns, and print and digital promotional materials. Social media management including creating graphics, event promotion, and audience growth. Coordination of freelance teams for larger projects.

Local Management, Boca Raton, FL — *Freelance Writer/Editor*

May 2019 - November 2019

Blog and website content creation for more than 80 clients across all industries. Collaboration with the senior editor to edit and post content submitted by other freelance writers. Produced high-quality, SEO-driven content with a tight turnaround.

48 Hour Film Project, Miami, FL — *Event Coordination*

May 2009- PRESENT

Acted as assistant to the producer for an annual film competition. Duties include event planning, social and print promotion, and coordination of kick-off and drop-off. Responsible for press releases, flyer creation, and social media management.

Prior Work in Retail and Food Service

MARKETING SKILLS

SEO strategy development
SEO-driven copywriting
Copyediting
Email marketing (MailChimp, Active Campaign, Salesforce)
Graphic design
Social media management

SOFT SKILLS

Adaptive
Creative problem solver
Self-motivated
Resolution-focused
Passionate learner

LANGUAGES

Native English speaker

EDUCATION

High school diploma-
South Broward High School,
2009

Associates in Arts, English-
Broward College,
2023

Bachelor's in Arts, English-
Florida Atlantic University
2025

