

ALEX FAUBEL

VP, HEAD OF MARKETING

- Passionate and energetic marketing leader with over 8 years experience.
- Demonstrated track record of developing and executing integrated marketing and communications plans from end to end.
- Content marketing and storytelling specialist.
- Expertise in customer engagement, satisfaction and retention by understanding goals for end-users. Drive results by developing firm road maps based on User Experience objectives, segmentation, and customer personas.
- Dedicated to creating a fun and collaborative environment for marketing team.
- Flexible and versatile in a fast-paced environment and able to make tough decisions quickly and diplomatically.
- Oversee and manage multiple large-scale business projects in tandem.
- Manage marketing budget of \$750,000-\$1M annually.

CONTACT

Alma, CO
P: 303-656-8940
E: afaubel11@gmail.com

PROFESSIONAL SKILLS

Business and Marketing Strategy
People management and development
Web content development
User Experience and Voice of the Customer Strategy
Project management
Market research

SOCIAL

<https://www.linkedin.com/in/alexfaubel/>



@alexoutthere
@_mountaintimephoto_

EDUCATION

BACHELOR OF ARTS, MAJOR IN COMMUNICATION
MINOR IN CREATIVE WRITING

Florida State University | 2007 - 2011
GPA 3.9

WORK EXPERIENCE

VP, HEAD OF MARKETING

ICAT Insurance | August 2019 - Present

- Manage marketing team to deliver a streamlined marketing vision and strategy that ensures marketing tactics are aligned with business goals and objectives.
- Partner with Business Leaders to develop annual and quarterly road maps for marketing and business strategy.
- Manage all marketing content from ideation to creation to dissemination.
- Implemented the company's first Voice of the Customer program to work to better understand our customers on a qualitative and quantitative basis.
 - Efforts include: data-based segmentation, customer journey mapping, NPS, CES, CSAT surveys, and curated content strategy much more.
 - Marketing delivers stakeholders actionable items based on feedback from these efforts.
- Develop content and strategy for all marketing output, including collateral, digital, print and web content, social media posts, and more.
- Create and execute go-to-market plans for all product rollouts, IT and web enhancements and business changes.
- Own reporting out on key KPIs and metrics on a monthly basis to stakeholders.
- Manage marketing team's digital suite, including platforms like Salesforce, Pardot, Delighted, Bullseye, Google Analytics, backend web applications, and more.
- Work to foster collaboration with other business units including IT, Sales, Operations, and Product.
- Launched new marketing email automation platform, Pardot in 2017.
- Executed company's first-ever Customer Journey Mapping project, leading to better UX across the company.
- Launched company's first blog on the public-facing website.

ALEX FAUBEL

VP, HEAD OF MARKETING

WORK EXPERIENCE CONTINUED

MARKETING AND COMMUNICATIONS SUPERVISOR

ICAT Insurance | August 2017 - August 2019

- Manage small team of Marketing Coordinators working closely with the Head of Marketing to develop strategic goals for Marketing team and execute on them.
- Implemented new digital and video strategies across the business.
- Drive multiple projects to improve user experience on the website, including adding a "Find an Agent tool" and a customer-facing tab for information for our end insureds.
- Analyze metrics including email metrics, web analytics, webinar attendance, event attendance and user behavior to report out on marketing efforts
- Coordinate and execute annual multi-day events for our brokers
- Create collateral, including: brochures, infographics, informational sheets, internal documents, White Papers, user guides
- Manage budgets up to \$300,000

MARKETING AND COMMUNICATIONS MANAGER

ICAT Insurance | Sept. 2017 - August 2019

- Manage all internal and external communications
- Created social media channels for ICAT and developed 3-year roadmap for use.
- Composed SEO-focused web content for product enhancements and rollouts.
- Maintained workflows for projects and efficiently managed multiple projects simultaneously.
- Coordinated yearly events for Marketing team.

CONTENT SPECIALIST

Slimgenics | April 2016 - September 2017

- Manage all internal and external communications and company content strategy
 - Use Google AdWords for SEO-focused keywords.
 - Wrote blogs, social media content, video and radio scripts, and broadcast scripts.
 - Produced company's first Style Guide
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FREELANCE WORK

- Mountain Time Photo - Freelance photography
- Alex Out There (www.alexoutthere.com) - Write articles on topics like: Women in the Outdoors, Outdoor Gear Testing, First-Time Backpacking Tips, etc.
- Colorado Made – Freelance topics related to the outdoors and Colorado
- Active Junky (2015-2016)
- 303 Magazine Denver (2013-2016)
- Freelance work can be found here: <https://afaubel.journoportfolio.com/>

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