

Alejandro Zarazua

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Senior Digital Content Manager / Website Management / Digital Marketer

Professional Summary

Passionate, highly motivated, and experienced digital marketing professional with a proven track record of exceeding customer expectations. Known for providing best-in-class digital marketing solutions tailored to a variety of business settings. Accomplished in planning, building, and executing a wide range of digital marketing solutions to provide an exceptional customer experience.

Areas of Expertise

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|------------------------|------------------------|-------------------|----------------------|
| ⇒ CMS Platforms | ⇒ Jira | ⇒ SEO | ⇒ Team Leadership |
| ⇒ WordPress | ⇒ Adobe Creative Suite | ⇒ UI/UX | ⇒ Project Management |
| ⇒ Contentful | ⇒ Workfront | ⇒ Agile and Scrum | ⇒ Communicator |
| ⇒ Bootstrap, HTML, CSS | ⇒ Google Analytics | ⇒ E-commerce | ⇒ Strategic Planning |

Experience

Senior Digital Content Manager | Plexus Worldwide | Scottsdale, AZ | September 2015 – June 2023

Oversaw all front-end website content for the various E-commerce properties for Plexus. I ensured all content was accurate, on brand, and aligned with company goals. Promoted in 2022, from Digital Content Manager. Before 2019 my position was Communications Specialist.

- Built more than 50 unique landing pages using HTML, CSS, and WYSIWYG content models using various CMS platforms.
- Led a two-year E-commerce brand redesign, with a key responsibility of identifying and updating all product imagery on the website.
- Facilitated bi-weekly team project planning, assigning work projects and priorities for a team of four Digital Content Managers.
- Onboarded and trained new Digital Content Managers so they may be successful in their role.
- Designed and configured a new project intake form for website requests using Jira to improve tracking and turnaround time.
- Managed product catalog of approximately 500 SKUs to ensure customers can purchase their favorite products.
- Built, tested, and deployed all website sales and promotions globally for five countries and four languages.
- Attended software development sprint planning to prepare for upcoming features in Content Management System.
- Served as the escalation point and after-hours contact for any critical incidents that require immediate resolution.
- Launched weekly e-mail newsletter and landing page to improve communication updates for over 500,000 customers.
- Reported to the Director of Digital Marketing.

Product Delivery Manager | WebPT | Phoenix, AZ | July 2011 – April 2015

Responsible for product marketing activities such as creating user guides, videos, and training for new software products and system enhancements. Before 2014, my position was Customer Service Team Lead.

- Lead creation and publishing of product launch collateral for more than 45,000 software users.
- Managed an online community network that provides education, forums, and webinars for WebPT software users.
- Championed several compliance and HIPAA-mandated software enhancements that impact rehab therapists.
- Facilitated in-person training for the customer service department on upcoming software features and enhancements.
- Served as the escalation point for complex customer issues, working with QA and development on resolutions.
- Managed the day-to-day operations of 15 customer service employees.
- Conducted training for new enterprise and small business customers when onboarding their clinic with WebPT software.
- Reported to Director of Product Development.

Education

Bachelor of Business Administration, Northwood University, Midland, MI