

Alex Morgan

WORK EXPERIENCE

Senior Marketing Manager

Mar 2021 – Present

Brightline Media · London, UK

- Led a team of 6 across content, paid, and lifecycle marketing, growing qualified pipeline 38% year over year
- Launched a customer referral programme that drove 1,200+ signups in its first quarter at a 4x lower CAC than paid channels
- Rebuilt campaign reporting in Looker, cutting weekly reporting time from 5 hours to 30 minutes

Marketing Executive

Jun 2018 – Feb 2021

Northgate Software · Manchester, UK

- Owned email marketing end to end, lifting open rates from 19% to 31% through segmentation and A/B testing
- Coordinated 12 industry events per year, generating an average of 85 sales-qualified leads per event
- Wrote and optimised landing pages that improved trial conversion by 22%

PROJECTS

Personal Portfolio & Blog

Jan 2020 – Present

alexmorgan.example

- Publish monthly deep-dives on growth marketing read by 3,000+ subscribers
- Built the site with a static generator and automated the newsletter pipeline

EDUCATION

BA (Hons) Business & Marketing

Sep 2014 – May 2018

University of Leeds · Leeds, UK

- First-class honours; dissertation on consumer behaviour in subscription commerce