

Alex Germain

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Professional Experience

Informa Markets - Engineering

Marketing Specialist

April 2024 - Current

- Execute multi-channel marketing campaigns across email, social, digital, and event channels for six major national trade shows, managing projects from kickoff through completion across cross-functional teams.
- Develop marketing copy and content across email, web, and digital channels, including campaign messaging, website copy, and promotional materials for exhibitor and attendee audiences.
- Assist in planning and coordinating six national in-person trade shows annually, supporting logistics, vendor coordination, and on-site marketing execution.
- Manage email campaign strategy and execution in Eloqua, achieving a 22% increase in open rates, 124% increase in click rates, and 73% improvement in CTOR for MD&M South 2026.
- Monitor and analyze website traffic and campaign performance data, using analytics to benchmark results and inform strategic adjustments across events.

Marketing Coordinator

May 2023 - April 2024

- Supported campaign execution across MD&M South, MD&M East, and iPBS, contributing to email, web, and digital efforts while managing timelines and cross-functional coordination.
- Executed iterative email campaigns with subject line and content testing, achieving a 31% increase in open rates and 200% increase in click rates for MD&M East compared to the prior edition.
- Managed website content and layout for MD&M South, growing total visits by 120% and unique visitors by 138%.

Marketing Direction

Marketing Coordinator

March 2021 - March 2023

- Created and managed social media content and copywriting for three B2B clients on LinkedIn, generating over 220,000 impressions and 6,000+ engagements through consistent brand voice and audience-focused strategy.
- Owned copywriting and end-to-end production of 15 issues of the company's email newsletter, achieving a 37% open rate across nearly 30,000 sends.

Education

University of South Florida - Bachelor of Science in Business Advertising

Class of 2021

Skills

- Email Marketing, Campaign Management, Content Creation, Event Marketing, Cross-Functional Collaboration, Vendor Coordination, A/B Testing, KPI Reporting
- Tools: Eloqua, WordPress, Adobe Photoshop, HubSpot, Google Sheets