

ALEX HOPPER

CHIEF MARKETING OFFICER

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Hailed by [Trending40.com](#) as Washington D.C. Region's 'Top Chief Marketing Officer' in 2018!

20 years of victory in driving brand awareness, lead generation, and explosive business growth across North America, Europe, and Asia with Fortune 50 customers. Savvy, data-driven strategist in B2B and B2C marketing, including new market entry, product management, product launches, and multi-channel development. Analytical, working cross-functionally, leading teams of 70+ through training, coaching, and mentoring.

--- Fueling Global Revenue & Market Share

- Powered **25%+ growth in incremental revenue** through marketing and launch of enterprise outsourcing and indirect sales channels.
- **Lifted global market share 16 points** through worldwide promotional battery "tester" launch.
- **Spiked brand prominence 15%+ in all key brand health categories** by launching first multi-country brand advertising program.
- **Added \$150M new revenue in 1 year**, directing rapid-fire launches of 28 award-winning products.

--- Executive Strengths

Digital Marketing Strategy
Business Development
Communications
Market Research

Insights & Analytics
Go-to-Market Strategy
Positioning
P&L and Budgets

Branding
Search Engine Optimization
Channel Partnerships
Sales Enablement

--- Experience

CHIEF MARKETING OFFICER

2017 – Present

RJW Marketing Consulting – Newtown, CT

Consult with SMB and private equity/investment firms and provide strategic marketing direction to drive top and bottom-line growth. Analyze market trends, partner with clients on product and services development to create branding and go-to-market strategy portfolios, utilizing segmentation techniques, competitive positioning, and targeted digital elements.

- **Drive client awareness, consumer engagement, and leads** by maximizing entire media mix, including traditional and digital display advertising, retargeting, SEO/SEM, email and web-based marketing.
- **Secure projects and generate industry thought leadership** by forging strong client relationships.

CHIEF MARKETING OFFICER | SENIOR VICE PRESIDENT OF MARKETING

2015 – 2017

QTS Realty Trust, Inc. – Washington, DC

Recruited by CEO to enter new markets and fuel explosive growth, profitability, and market leadership. Led marketing, branding, corporate communications, public relations, data analytics, products, sales operations, broker and bid management. Appointed interim Chief Revenue Officer in early 2017. Hyperscale cloud customers included **Microsoft, Facebook, Yahoo, Apple, and Google.**

- **Raised marketing success.** Created Product Management and Research disciplines and Market Intelligence Team.
- **Secured largest single-market leasing deal in company history** as interim CRO. Pivoted priority to win top 50 accounts and hired and on-boarded a new broker to facilitate break into Canadian market.
- **Triggered 50% growth in new logos pipeline** by designing new sales incentive and commission plan.
- **Catapulted DFT Data Centers total awareness 200% and unaided awareness 300%**, leading rebranding initiative. Revamped logo and digital presence and re-positioned company in the wholesale market.
- **Quadrupled lead generation.** Rolled out company's first lead management and marketing automation system.

SEO EXCELLENCE

First-Page Search
Rankings

50%

Web Traffic

22%

Unique Web Visitors

36%

--- "Alex is creative, passionate, and strategic-minded. He provides immediate, long-lasting benefits by forging strong value propositions and go-to-market strategies." – CEO Frontier Communications

SENIOR VICE PRESIDENT, MARKETING, BUSINESS MANAGEMENT & BUSINESS DEVELOPMENT 2014 – 2017
Frontier Communications – New York, NY

Brought in by EVP to promote network offerings, colocation, cloud, and managed services. Headed marketing and brand management, backed by data analytics. Recruited top talent during consolidation of Global Solutions and Data Center Services business units. Developed new channels, optimized sales operations, and oversaw enterprise outsourcing.

- **Generated 10M+ annual impressions** by shaping company's U.S. branding platform.
- **Garnered 16 industry awards and secured 200+ story placements and briefings** by building a network of public relations and analyst relationships.
- **Increased global website traffic 28% and slashed bounce rate in half** by re-launching global/national website and rolling out search and SEO strategies.
- **Boosted sales performance 30% YoY** by redesigning business unit compensation and incentives plans.

--- Advancing Capabilities through Revolutionary Strategies & Programs

- **Added \$20M in new revenue** by crafting strategy to penetrate warehouse clubs.
- **Optimized audience response rates.** Created purchase propensity model and segmentation marketing strategy.
- **Pioneered new revenue-generating programs;** customer loyalty, on-bill advertising, and live local web events with ESPN.
- **Bolstered co-op activities 40%.** Established and led Duracell Power Council, a technology strategy forum.

VICE PRESIDENT OF GLOBAL RETAIL MARKETING 2012 – 2014
NetApp – New York, NY

Recruited to accelerate new product planning and delivery, re-launch brand, and reorganize global marketing structure. Led 75-member global team and standardized global brand guidelines. Spearheaded portfolio of global product, brand, and marketing initiatives, steering planning and execution of product roadmaps and go-to-market strategies. Oversaw consumer relations and marketing communications, optimized through consumer research and insights.

- **Headed unified brand re-launch**, including packaging redesign for 150 SKUs in 6 months.
- **Cut operating costs 30%** by restructuring and synthesizing global marketing organization.

VICE PRESIDENT OF B2B AND B2C MARKETING 2004 – 2012
Skywave Communications – New York, NY

Charged with corporate re-branding and B2C and B2B marketing to reignite brand affinity. Directed a 20-member team and \$40M+ budget. Selected by CEO to simultaneously serve as VP of Sales & Marketing for company's largest region.

- **Assessed and integrated marketing organizations of 2 acquisitions**, expanding business to 13 new states.
- **Shrank operating costs 20%** by restructuring marketing organization.

--- Prior Experience

DIRECTOR, GLOBAL MARKETING, PRODUCT MANAGEMENT (\$300M in U.S. business lines)
Duracell Batteries – Bethel, CT

- **Produced \$85M in revenues in 1 year** through global rechargeable product launch.
- **Drove international launch of smart battery software with Intel, Phoenix Technologies, and Microsoft.**

--- Education

Master of Business Administration (MBA), Marketing ▪ *Cornell University – Ithaca, NY*
Bachelor of Science (BS), Marketing (cum laude) ▪ *Cornell University – Ithaca, NY*

With 20 years of global marketing leadership experience, Alex needed an executive feel, which is the strategy behind the gold foil background behind his name. The color scheme for text, such as section headings and call-out headings, lends a muted, professional tone. Alex's title is listed under his name and follows with the mention of an honor where he was dubbed the area's 'Top Chief Marketing Officer' to demonstrate immediate credibility.

The profile summary provides an overview of the breadth of his experience, including the time frame, locations around the world, the caliber of business customers, and areas of marketing expertise, as well as the size of teams led.

Below the summary is a box with the header, "Fueling Global Revenue & Market Share," calling out specific career accomplishments that demonstrate his ability to get results through marketing across channels, products, and programs.

Alex's key skills are listed below the box to mention buzz words not otherwise included in the box or summary above.

Each of Alex's roles in his experience includes a summary of duties, followed by bullet points that demonstrate his effectiveness in various aspects of marketing. An illustration box to the right side of the page highlights results and metrics gained specifically through search engine optimization.

Page two begins with a quote from the CEO of the company that listed next, adding credibility through a third-party opinion of his work.

The remainder of Alex's experience follows in a similar format to the experience on page one and is broken up in the middle by another call-out box that showcases marketing strategies and programs Alex pioneered and the results.

Since Alex worked at Duracell Batteries, a prominent company, from 1996 to 2004, I wanted to include this role but chose to omit the dates to avoid positioning him for age discrimination. Therefore, I added a separate section to list Duracell, enabling me to break consistency with the format for the other roles.

The resume concludes with a listing of Alex's education, including his honors as a cum laude graduate.