

# ALEXANDER SHAMY

[alexshamy.com](http://alexshamy.com) | [linkedin.com/in/alexshamy](https://www.linkedin.com/in/alexshamy) | (540)-819-6078 | alexshamy@gmail.com

---

**Marketing Strategy**  
**Inbound Lead Generation**  
**Community Management**

**Growth Hacking**  
**Conv. Rate Optimization**  
**Paid Acquisition**

- Digital marketing professional with over 6 years experience at SaaS startups.
- Proven leader with experience hiring and managing growth and marketing teams.
- Data driven marketer with ability to develop and test ideas from concept to production.

## WORK EXPERIENCE

---

### KISI INC

**Head of Growth**

**New York, NY**

**2015 - present**

Responsible for all product marketing, inbound acquisition, and lead nurturing activities at Kisi Inc. Built a sustainable inbound lead funnel via strategic content marketing and SEO optimization which honed product-market fit. Worked with team to develop self-service model which drastically decreased customer acquisition cost. Responsible for identifying and developing marketing partnerships to strategically drive business growth.

- Grew monthly website traffic 300% through unpaid digital marketing initiatives.
- Overhauled inbound funnel, driving hundreds of qualified B2B leads to sales each month.
- Coordinated all product launch activities including pre-launch material, in-person events, and sales.

### HEYO/LUJURE MEDIA INC

**Director of Product and Marketing**

**New York, NY**

**2014 - 2015**

Worked directly with customers to identify and optimize for product-market fit. Owned new user activation funnel from free trial signups, through in-app experience, to purchase decision. Tested pricing strategy to encourage high growth and low churn. Overhauled all paid acquisition and retargeting creative. Scoped, designed, and ushered new products and user experience flows from design to implementation. Managed custom lifecycle email structure to drive higher rate of free trial app engagement and upsells.

- Increased website conversion rate from below 5% to over 10% through on-page optimization.
- Exceeded goals for free and paid account signups by optimizing the discovery and activation process.
- Final decision maker on all product user experience and marketing distribution projects.

**Customer Experience Associate**

**Blacksburg, VA**

**2011 - 2012**

**Content Marketing and Community Manager**

**Blacksburg, VA**

**2012 - 2014**

Led team of interns to align content and social marketing strategy with company goals. Managed daily content production and promotion through relationships with business partners and social media influencers. Designed, maintained, and optimized Heyo Blog on WordPress for performance and traffic. Produced weekly webinar series to acquire new customers and communicate value proposition to existing free trial accounts.

## EDUCATION

---

**Virginia Tech, Bachelor of Arts in Public and Urban Affairs**

**Blacksburg, VA**

**May 2012**