

Alexander Frueh

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Portfolio - alexgoestomarket.com

I transform data into compelling stories and numerical insights into actionable strategies. By integrating internal data with external research, I drive positive results aligned with business objectives.

I'm deeply committed to continuous improvement — for my team, for the company, and for myself. I thrive on challenges, eagerly tackle obstacles, and am always ready for new objectives. As an inclusive team member, I value individuality and harness the strengths of diverse perspectives.

I'm eager to drive revenue growth and advance my career through growth marketing.

- Experienced in B2B and B2C marketing with large focus on high-consideration purchases. Sectors including automotive, business services, consultancies, trade events, SaaS, and OEM manufacturing.
 - Comprehensive experience in demand generation, from strategy to implementation and optimization.
 - Adept in sophisticated quantitative analysis & visual storytelling using tools like Excel, DataStudio, PowerBI, and coding languages like Python and R.
- Diverse Channel Experience:**
- Digital: CTV, Display, Paid Search, Paid Social, Influencer Marketing.
 - Traditional: Radio, Outdoor, Print, Trade Media, TV.
- Current Marketing Certifications:**
- Google Ads/Analytics, Microsoft Ads, Facebook Blueprint, HubSpot, Salesforce, Pardot, and Waze.
- Fluent in HTML, CSS, & JavaScript. Adept with React & NextJS frameworks.
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MARKT-PILOT GmbH – Chicago, IL – August 2022 – Present

Growth Marketing Manager

- Spearheading global marketing initiatives, I have been at the forefront of devising and implementing performance-driven strategies that encompass all channels.
- My focal point has been developing repeatable processes to drive highest quality leads of the to our regional sales teams.

Exponential Growth: Kickstarted and developed marketing operations from ground zero, now achieving a remarkable 2x growth each quarter in 2023 (1x, 2x, 4x), culminating in \$3.5MM in new opportunities to date.

LinkedIn Efficiency: By revamping our paid LinkedIn strategies, we increased the lead efficiency for new SQLs by 300%. The SQL rate soared from 23% to a 70% in actionable leads.

SEO Triumph: Pioneered and executed a dual-faceted content and technical SEO strategy. This strategic shift resulted in a +500% increase in organic visits for non-brand terms YoY.

LoSasso Integrated Marketing – Chicago, IL – February 2020 – August 2022

Marketing Strategy & Operations Manager

- Effective management of our internal team and coordination of strategic and tactical partners
- Lead development and delivery of integrated media strategy, planning, buying and optimization.
- Work closely with agency team leads to gain a deep understanding of client objectives and ensure that integrated media strategies and tactics are tightly aligned to deliver optimal results.
- Clients include Adams Elevator, Automate Show, American Marketing Association Chicago, Big Daishowa, CNA Insurance, Heidenhain, Jayco, Lindsay Irrigation, Mazars (US organization), NAFEM Show, TechMet, TransUnion, Weil-McLain, and more.

Dealer eProcess – Lisle, IL – November 2018 – February 2020

Senior Digital Marketing Strategist

- Managing innovative digital strategies for 60 clients, and net ad spend more than \$10MM/yr.
- Grew excellent client partnerships while advertising on Amazon, Facebook, Google, Microsoft, WAZE, and YouTube platforms.
- Led a dynamic team, blending marketing and account management to drive impactful, client-tailored solutions.

Disabled On the Go – Bolingbrook, IL – September 2015 – November 2018

Marketing Assistant

- Elevated brand via innovative digital marketing, developing a vibrant website, steering potent online campaigns, and enhancing partner relations to drive business.
 - Championed customer engagement, amplifying our digital footprint through reviews.
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Benedictine University

B.A. – Business Management – Dean’s List

College of DuPage

A.A.S. – Marketing – Graduated with Honors