**Rod Alonso**

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**STRATEGIC MARKETING EXPERT | DIGITAL MARKETING**

Award-winning international marketing leader with 18+ years of experience and excellent accomplishments on web, mobile and omnichannel. Fluent in English and Spanish, Intermediate in Portuguese and French.

**KEY SKILLS**

* Seasoned content marketing expert with multiple skillsets in digital marketing, creative strategy, design, UX/UI, information architecture, analytics, social media and SEO/SEM.
* Extensive portfolio of Fortune 500 companies in Energy, Banking & Finance, Technology, FinTech, Auto and Advertising: Wolters Kluwer, Visa, Invesco, Verizon, Wunderman Thompson, Publicis Sapient, Chrysler, BBVA, Fiat, Ram, State Farm, Sony, among others.
* Winner of 50+ international creative awards: Effies, New York Festivals, FIAP, Clio Sports, Addys, etc.
* Content tools: Kapost, SharePoint, Box, Sitecore DAM
* CMS tools: Sitecore, WordPress, Interwoven TeamSite, Magnolia
* SEO/SEM tools: Google Webmaster, Google AdWords, Conductor Searchlight
* Analytics: Google Analytics, Google Tag Manager, DataStudio, Marketo
* Social media / External Comms: Talkwalker, Sprout Social
* AI tools: ChatGPT, Midjourney, DALL-E, Synthesia

**PROFESSIONAL EXPERIENCE**

July 2018 - Present

**Wolters Kluwer** – Houston, TX

**SR. MANAGER, CONTENT MARKETING**

B2B digital content management and strategy for Enterprise Legal Management division of Wolters Kluwer, ELM Solutions. Working with Marketing, Product Management and Product Marketing teams to ensure governance and quality thought-leadership content.

* Planned and developed high-quality performance content across teams, resulting in a 5.2% increase in share of voice and 22.5% increase in content production in 2022.
* Led the development of the Legal Leaders Exchange podcast, with a whopping 430% increase YoY in podcast organic audience in 2022.
* Managed social media team with a YoY growth in engagement (28.7%) and audience (6.9%) in 2022.
* Spearheaded content operations and governance via management of Kapost since 2020, consistently improving content workflows, visibility, and time-to-market.

May 2018 – March 2023

**novae** – Remote

**SR. CONTENT STRATEGIST (W9)**

Consulting with global FinTech & InsurTech firm in content strategy, creation, and implementation of content requirements for mobile-first, B2B and B2C digital payment and loyalty solutions for banks, neo-banks, airlines, and other clients in partnership with Visa.

* Spearheaded content lifecycle management for partner banks in Latin America and the Caribbean, SOW including web activations, mobile solutions, and email/in-app notifications/SMS.
* Led presentations for banks and neobanks like Openbank (Argentina), Abanca (Spain), BBVA Mexico, Visa (Mexico) and Bancolombia (Colombia), helping earn Scotiabank, CIBC FirstCaribbean, and BAC Credomatic, among other renowned institutions in the LAC region.
* Drove all product launches from a content strategy standpoint, including market releases for innovative loyalty rewards and cryptocurrency solutions.

Nov. 2020 – March 2022

**Wunderman Thompson** – Remote

**SR. CONTENT STRATEGIST (W9)**

Planned and developed content initiatives for Wunderman Thompson’s hub in Atlanta, GA. Such projects involved the collaboration of strategists, UX and creative / design teams across various WT areas.

* Led the Hexagon OneWeb global project from a content strategy perspective, merging 45+ websites into one master content hub including web, editorial and social. Handed out content governance models for web architecture, editorial content workflows and guidelines.
* Supported the Marines.com account through the development of an enterprise content strategy plan. Such effort involved considerations for social teams developing Marines.com and Squad Bay 2020 projects.

Oct 2015 – March 2018

**Invesco Ltd.** – Houston, TX

**SR. CONTENT STRATEGIST**

Worked with digital marketing teams in UX, UI, business analysts, analytics, brand and social media to streamline enterprise content strategies for asset management experiences. Implemented SEO and metadata guidelines and influenced best practices across the board.

* Led the asset management industry in achieving highest traffic from search engines to product pages: 70% of traffic directed from organic search vs. 45% industry benchmark.
* Website averaged 1MM interactions per month, averaging 30% monthly sales lead conversion rates based on differentiated digital cross-channel executions across paid, owned and earned media ––an engagement rate 3x vs. industry average.
* Launched 529 college savings plan with full content strategy and actionable content plan for internal stakeholders including SEO, SEM strategies, optimizing web experience and cross-channel integrations.

2014 - 2015

**Lopez Negrete Communications**, Houston, TX

**DIGITAL CREATIVE DIRECTOR**

Managed digital and social campaigns for US Hispanic Market, specializing in digital content outputs for Verizon, Chrysler and Walmart clients.

* Received 18% engagement rate and 52,000 social interactions on Facebook (FB) and Twitter as co–leader of Verizon FIFA World Cup 2014 digital marketing campaign.
* Obtained 116,000 views and over 21,500 social interactions on the 2014 Verizon Holiday integrated campaign.
* Won 88% engagement rate and 94% positive conversations by spearheading real-time marketing (RTM) activations during 2014 FIFA World Cup via @VerizonLatino.

2012 - 2014

**Publicis Sapient**, Miami, FL

**MANAGER CREATIVE, CONTENT STRATEGY**

Led digital marketing creative and content strategy for BBVA/ Compass, Shell, Adobe, Chrysler, Fiat, Ram Trucks and other Fortune 500 brands. Oversaw creative teams and content strategy with Sapient UX/IA teams, social strategists and creative.

* Co-led content strategy for 2014 Chrysler redesign project with global team of 50+, with project managers, UX, IA, copywriters, designers and developers.
* Developed Ram Truck’s “State Fair of Texas” documentary-style digital videos for US Hispanics, with 290,000+ views and featured stories in local media.
* Led content strategy for NBA BBVA Compass website launch and evolution. Facebook Fan engagement platform propelled a 130% increase in conversion rates.

2009 - 2013

**Avatar Creative Studio**, Miami, FL

**CHIEF CREATIVE DIRECTOR, FOUNDER**

This full-service marketing agency leveraged content for Amadeus and Keiser University clients. Consulted and partnered with Alma DDB, República and Iris Miami agencies to develop digital, social media projects in Latin America.

* Assisted 3 agencies to win 6 pitches in one year, including brands PepsiCo, Cerveza Polar and Bank United.
* Grew 44% of insurance quotes and registered a 47% increase in sales with State Farm’s “Play Today, Illuminate Tomorrow”.

**EDUCATION**

**Bachelor of Communication**, Advertising, Universidad de la República, Uruguay. Completed in 2001

**Master of Marketing**, Universidad ORT, Uruguay. Completed in 2004

**Bachelor of Architecture,** Universidad de la República, Uruguay. 60 hours completed. Studied 1998-2000