**ROD ALONSO**

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**SUMMARY AND PROFILE**

**MARKETING DIRECTOR / CONTENT STRATEGY**

Award-winning, International Marketing Director | Content Marketing & Content Strategy | Focus on B2B Tech | FinTech, LegalTech, Banking & Finance Enterprise Solutions. Fluent in English, Spanish, and Portuguese.

**Key Skills**

* Seasoned marketing leader 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, Fin Tech, 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 awards: Golden Bridge Awards, Effies, New York Festivals, Addys, etc.
* Content tools: Kapost, SharePoint,
* Design tools: Figma, Miro, Adobe Creative Suite
* CMS tools: Site core, Drupal, WordPress, Interwoven Team Site, Magnolia
* SEO/SEM tools: Google Webmaster, Google Ad Words, Conductor Searchlight
* Analytics: Google Analytics, Google Tag Manager, Data Studio, Marketo
* Social media / External Comms: Talk walker, Sprout Social
* AI tools: Chat GPT, Mid journey, DALL-E, Synthesia

**PROFESSIONAL EXPERIENCE**

**Wolters Kluwer, Houston, TX**

**DIRECTOR, CONTENT MARKETING**

**July 2018 - Present**

Leading B2B content marketing for the enterprise legal management division of Wolters Kluwer’s ELM Solutions. Working with Marketing, Product Management and Product Marketing teams to ensure governance and quality thought-leadership content including whitepapers, eBooks, blog and social posts.

* Planned and developed high-quality performance content with cross-functional 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 editorial and social media teams with a YOY growth in engagement (28.7%) and audience (6.9%).
* Spearheaded content operations and governance via management of Kapost since 2020, consistently improving content workflows, visibility, and time-to-market.

**VISA, Remote**

**SR. MANAGER, CONTENT STRATEGY (contract)**

**May 2018 - April 2023**

Managed communications strategies and content for Visa Loyalty Solutions from its Fin Tech & Insur Tech firm, novae. Efforts involved strategic plans, creation and implementation of content for mobile-first, B2B and B2C digital payment and loyalty solutions.

* Spearheaded content lifecycle management for Visa’s 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 neo banks like Open bank (Argentina), Abanca (Spain), BBVA Mexico, Visa (Mexico) and Bancolombia (Colombia), helping earn Scotiabank, CIBC First Caribbean, and BAC Credomatic, among other renowned Visa partner institutions in the region.

**Wunderman Thompson, Remote**

**SR. CONTENT STRATEGIST (contract)**

**November 2020 - March 2022**

Directed 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 One Web 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.

**Invesco Ltd. Houston, TX**

**SR. CONTENT STRATEGIST**

**October 2015 - March 2018**

Led content strategy work streams working with UX, UI, business analysts, analytics, brand and social media teams to streamline enterprise content 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––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.

**Lopez Negrete Communications, Houston, TX**

**CREATIVE DIRECTOR**

**February 2014 - September 2015**

Managed omnichannel 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 @Verizon Latino.

**Publicis Sapient, Miami, FL**

**CREATIVE DIRECTOR | CONTENT STRATEGY**

**2012 - 2014**

Led digital marketing creative and content strategy efforts for BBVA/ Compass, Shell, Adobe, Chrysler, Fiat, Ram Trucks, and other Fortune 500 brands retained with the advertising agency Sapient Nitro. 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.

**Avatar Creative Studio, Miami, FL**

**CHIEF CREATIVE DIRECTOR, FOUNDER**

**2009 - 2013**

This full-service marketing agency leveraged content for Amadeus and Keiser University clients. Consulted and partnered with Alma DDB, República and Iris Miami 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 AND OTHERS**

**Universidad de la Republica, Uruguay. Completed in 2001.**

Bachelor of Communication, Advertising

**Universidad ORT, Uruguay. Completed in 2004.**

Master of Marketing

**Universidad de la Republica, Uruguay. 60 hours completed. Studied 1998-2000.**

Bachelor of Architecture