# **ALEXANDRE D. ACEY**

GROUP MARKETING LEAD / BRAND ACCELERATOR

## P R O F I L E E X P E R I E N C E

2022

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Present

Creative, objective-driven executive with 20+ years of Client & Agency experience in customer-focused brand strategy, integrated marketing, digital + social communications strategy, CRM, media execution, sponsorships & partnerships marketing, and implementation of multi-channel sales strategies, from conceptualization through implementation.

My Super-Power is my ability to employ authenticity, candor and an entrepreneurial leadership style, together with consumer-oriented strategic thinking and a rich analytical approach to increase value & performance of challenger brands. The result is engaging consumer experiences (online and offline) designed to build brand love & exceed short- and long-term business objectives.

2019

## E D U C A T I O N

2015

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2019

**M.B.A. | MARKETING STRATEGY**

University of Notre Dame

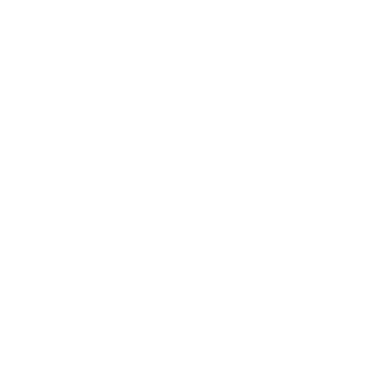
**B.A. | COMMUNICATIONS**

SUNY College at New Paltz

**C O N T A C T**



Minneapolis, MN

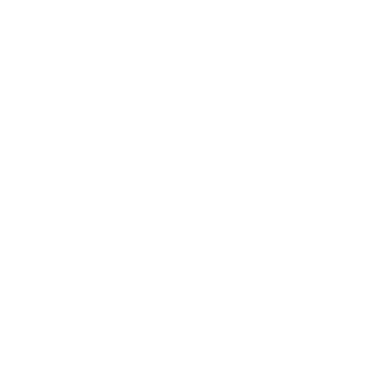


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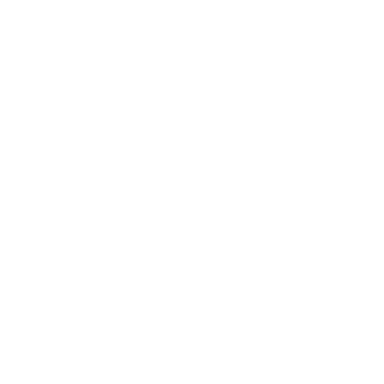
2014

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2015



alex@thinkwalkrun.com



www.thinkwalkrun.com

**CARMICHAEL LYNCH**

2019

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2022

**Group Account Director Minneapolis, MN**

* Lead & direct CL’s largest Account Team (9ppl), driving integrated Product & Launch communications strategies for Subaru of America, incl: TV, always-on digital, multi-cultural & social content marketing

**INTANDEM MARKETING**

**Partner | Director of Strategy Minneapolis, MN**

* Led InTandem’s client acquisition & business development strategy, opportunity assessment, proposal development, project scoping and engagement leadership
* Advise clients on transformational, consumer-focused, brand story-telling and execution of hyper-efficient B2C & B2B customer acquisition initiatives. Activities incl: brand value definition, marketing strategy development, account based marketing (ABM), customer-targeting and go-to market / demand-gen strategies

**ENTEREY CONSULTING**

**Senior Director | Marketing & Development Irvine, CA**

* Designed, developed and executed Enterey’s first ABM strategy, integrating the Sales & Marketing teams to use a single suite of business development and marketing stack tools to accelerate base of clients, incl: HubSpot, Hootsuite, Google Analytics & GoogleAds, as well as native social platform ad tools
* Led annual and monthly content marketing efforts, incl: newsletters, blogs, white-papers, focus-area sales materials and SEO activities
* Increased monthly website traffic 2x and increased social follower base by 10% within the first 6 months, via organic & paid social content efforts and optimizing SEO

**HUDSON ROUGE**

**Vice President | Brand Content & Alliances New York, NY**

* Strategic & business lead for Lincoln Motor Company's $20+ million of cross-cultural partnership marketing efforts in the US & Canada
* Negotiated and led experiences in the Art & Design; Thought Leadership; and Active Lifestyle passion points, resulting in increased brand awareness, favorable opinion and purchase consideration for Lincoln via integrated engagements with high profile partners, incl: The Dallas Cowboys, Dream Hotels, Aparium Hospitality, sbe Entertainment Group, The Players Tribune, PGA, TED, FOX, Conde Nast, Hearst, Tribeca Film Festival, Live Nation and more
* Recruited and led a team of 9 co-located direct reports and regional business leads in the US & Canada

**Account Director | Digital New York, NY**

* Business lead for the Agency's 12+ person Brand Publishing Lab, incl: planning and executing integrated social media / digital content programs aligned with clients’ brand & retail communications, paid media, experiential and social objectives in the U.S. and Canada   
  (incl.: Facebook, Instagram, Twitter, YouTube, Pinterest & Tumblr)
* Developed and implemented Lincoln’s brand publishing strategy, building lifestyle and endemic social content, designed to engage conquest consumers & current owners and increase consideration

## E X P E R T I S E

**E X P E R I E N C E (cont.)**

2012

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2014

Strategic Brand & Business Planning

Cross Channel Integration

Social & Digital Content Strategy

Integrated Partnerships Marketing

Multicultural &   
Growth-Market Brand Strategy

Media Communications Strategy

B2B & Account Based Marketing

2010

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2012

Marketing / Media Agency Management

Field & Franchise Strategy Planning

Staff Planning,   
Development & Optimization

2009

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2010

Non-Profit Consulting &   
Business Development

## KEY CLIENTS & BRANDS ENGAGED

Subaru of America

Hallmark Mahogany

The National Museum of   
African American Music

Ms. Sheryl Lee Ralph & The D.I.V.A. Foundation

Sequoia Life Sciences Consulting

OneTeamPartners Consulting

Lincoln Motor Company

Land Rover North America

Jaguar Cars

#BlackEpiMatters

2007

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2009

**THE LINCOLN MOTOR COMPANY**

**Manager | Brand Content & Alliances Dearborn, MI**

* Provided leadership for the execution of Lincoln’s $30 million national + regional integrated partnerships and events strategy
  + Executed Lincoln’s ‘Hello Again’ national test drive program to launch the new Lincoln MKZ, resulting in 19,000+ on-site consumer engagements and 14% increase in purchase consideration
  + Increased social platforms’ followers by 25% (y-o-y) via the development and implementation of ‘Re-imagine Project’ and ‘Hello Again’ partnership/content strategy platforms – designed to build consumer engagement outside automotive environment
* Secured more than 50% of Lincoln’s annual consumer hand-raiser / lead requests by building and executing on business relationships with key marketing/media partners including: TED, the Tribeca Film Festival, AMEX, Dwell, IFC, Architectural Digest, Vanity Fair, etc.

**Manager | Retail Communications Dearborn, MI**

* Conceptualized and developed three annual cross-channel sales events / campaigns, while building strategic alliances with business partners (media/marketing agencies), and spearheading Lincoln’s certified pre-owned communications
* Planned $90 million+ production, media, and regional events budget

**LAND ROVER NORTH AMERICA**

**General Mgr. | Sales Programs & Retailer Relations Mahwah, NJ**

* Managed $200 million+ retail incentive programs budget, working with Chase Auto Finance to develop sales programs, and coordinated with Accenture Consulting to implement sales enhancement initiatives
* Supported the Executive Vice President in directing Land Rover’s Business Operations Council (executive-level advisory board) and developed policies to improve dealers’ sales & service performance

**Manager | National Communications Irvine, CA**

* Led efforts in the development of North America’s marketing and communication strategies including planning for Brand's Tier I and II initiatives, as well as retailer touchpoints (i.e.: media, partnerships, digital / social, CRM, and point-of-sale)
* Directed $115 million+ fixed marketing / media budget, mentored a team of four senior managers, and supervised Brand’s Retail Advisory Board (12-member board representative of the national dealer body)
* Executed consumer engagement programs with Russell Simmons, Greg Norman, ESPN, Virgin Atlantic Airlines, Black Enterprise, and Hispanic Business Magazine
* Liaised with five multi-channel Creative & Media planning agencies, and drafted annual Scopes of Work

2006

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2007

**Manager | Advertising & Media Operations Irvine, CA**

* Supervised development and launch of multiple cross-channel productions, including on-location shoots in UAE, Morocco, France, Brazil, UK, Canada, and USA
* Instrumental in media planning and advertising strategy to launch ’06 & ‘07 models of Range Rover, Range Rover Sport, LR3, and LR2 nameplates including all aspects from conceptualization to flighting
* Guided Brand's multicultural marketing initiatives under consultation of the *Premier Automotive Group Diversity Council*, chaired by Julian Bond (Chairman Emeritus of the NAACP)