





ALICE CERVANTES

DIGITAL MARKETING



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PROFILE

I am a seasoned digital marketing leader with strong technology, editorial, design, and management skills who has led digital transformation for B2B and B2C clients in many industries.

SKILLS

Web Development & Management
Digital Strategy
Editorial & Copywriting
Content Strategy
Marketing Automation
Project & Team Management
Design Thinking
Vendor Management
Social Media Management
Brand Development
PPC & SEM Campaigns
Email Marketing
Analytics
SEO
Blogging
eCommerce Sales
Podcast & Video Production

EXPERIENCE

FREELANCE DIGITAL MARKETING

2021-Present

- Digital strategy: executes digital solutions tailored to business goals
- Website development: designs and builds websites. Experienced in various Content Management Systems, including AEM, WordPress, Wix, Squarespace, and more
- Content: creates, edits and stages copy
- Creative: provides brand direction and editorial/storytelling
- SEO: develops strategy and teaches clients SEO best practices
- UX: performs website audits and recommends enhancements
- Campaigns: creates and manages digital marketing campaigns across platforms, including search and social

SENIOR MANAGER, DIGITAL MARKETING

Dechert LLP

2018-2020 | Global/Philadelphia, PA

- Led global digital marketing at this top-tier, corporate law firm with 1,000 lawyers and 26 offices worldwide
- Worked with leadership to set digital strategy, adopt best practices and execute solutions, including many firm-first initiatives
- Built and directly managed the digital marketing team
- Responsible for the operation and management of the firm website
- Managed large-scale digital projects, vendor relationships, and digital budget
- Created and directed digital marketing campaigns

EDUCATION

MIAMI UNIVERSITY, Oxford, OH

Bachelor of Philosophy, 1991

Interdisciplinary Studies

EXPERIENCE | continued

MANAGER, DIGITAL MARKETING

Dechert LLP
2015-2017 | Global/Philadelphia, PA

- Led the redesign of the firm's website, including vendor and technology selection, CMS implementation and content creation
- Expanded the team and digital capabilities to enhance the firm's brand
- Leveraged analytics' data to guide decision making, identifying trends and implementing enhancements

WEB MANAGER

Einstein Healthcare Network
2011 - 2015 | Philadelphia, PA

- Played a key role in launching digital marketing at this large, three-hospital system where I began as a contractor and converted to a full-time employee
- Managed day-to-day operations, content, budget, and projects for the healthcare system's website
- Managed \$20K/month ad spend on Google, Bing, and Facebook campaigns in partnership with a digital agency
- Recruited and managed web team members
- Served as digital lead for targeted marketing initiatives. Managed microsite development, content creation, and video production

CONSULTANT

Energy Plus, O'Brien & Gere + more | Philadelphia, PA
2011 - 2012

- Managed digital projects for engineering, healthcare, and retail companies
- Advised on strategic communications issues, including reputation management and digital strategy

WEB CONTENT MANAGER

Drexel University College of Medicine | Philadelphia, PA
2008-2010

- Managed the medical school's web content
- Trained over 60 employees responsible for updating the web pages of their respective departments
- Created content and developed marketing campaigns

NEWSPAPER REPORTER

The Columbus Dispatch | Columbus, OH
1993-2006

- Covered a range of beats for a large metropolitan daily newspaper where I worked for 13 years. Received various awards for investigative reporting and feature writing, including from the Associated Press