

ALEX RODRIGUEZ

DIGITAL MARKETING & ECOMMERCE

0411080569 | alexrdelasheras6@gmail.com | Alejandro Rodriguez | Gold Coast, Queensland

Education

Digital Marketing

Hubspot Academy
2024 | +8 Online Courses

Bachelor of Marketing

Universidad Rey Juan Carlos
2015-2020 | Madrid, Spain

Skills

- Meta Ads, Google Ads, GA4, GTM, Campaign Reporting
- Shopify, WordPress, HubSpot, Mailchimp, Email Marketing, Zapier & Automations
- Adobe Creative Suite, Premiere Pro, Photoshop, Lightroom, Illustrator, Figma, Photography & Video Production | Own Sony A7C II set
- Campaign Management, SEO, SEMrush, Social Media, Content Strategy

Languages

English - Professional Proficiency

Spanish - Native

Experience

Marketing & Content Lead

Jan 2025 - Present

Bumrs Netball Activewear | Gold Coast, Australia

Work closely with the founder to manage digital marketing and ecommerce across Shopify, social media, email, automations and Meta campaigns. Produce photo, video and design content, optimise campaigns and website performance, and coordinate athlete and creator collaborations.

Digital Marketing Coordinator

Nov 2024 - Feb 2026

Simply eLearning | Gold Coast, Australia

Generated leads through website optimisation, SEO and improved user experience. Managed email marketing and CRM activities, including audience segmentation, email design and automations, while also producing and editing visual content for digital campaigns.

Digital Marketing Coordinator

Apr 2022 - Oct 2024

Lauxes Grates | Gold Coast, Australia

Managed social media and paid campaigns across Meta and Google Ads. Led the “Lauxes Grates vs Generic Drainage” campaign with the Gold Coast Titans sponsorship, overseeing strategy, execution and stadium screen advertising. Produced and edited photo and video content, and analysed performance with the CMO to inform future marketing budgets.

Digital Marketing Coordinator

Apr - Apr 2022

Here Agency | Gold Coast Australia

Manage social media strategies, create content, and optimise SEO for various clients. Develop moodboards and campaigns aligned with client branding and objectives

Reference

Mariano Juarez (Lauxes | CMO)	juarez.mariano.p@gmail.com
Tim Dawson (Lauxes | CEO)	tim@lauxesproducts.com
Kevin Berot (Here Agency | Founder)	kevin@wearehere.digital