Alexandra Garcia

CONTACT

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helloalexgarcia.com

SKILLS

BRAND AND STRATEGY

Brand voice and guidelines · Positioning · Audiences · Marketing strategy · Campaign management

CONTENT

Creative direction · Photo and video · Copywriting and editing · Editorial standards · Press releases

CHANNELS

Email and SMS · Organic and paid social · Websites and SEO · Digital and print ads · Collateral

MARKETING OPERATIONS

Marketing calendars · Brief and review workflows · Brand QA · Reporting · Digital asset management

TOOLS

Adobe Creative Cloud · Canva · Squarespace · Shopify · Klaviyo · Mailchimp · Meta ads · ScorePlay · Asana · GitHub · Claude Code

EDUCATION

B.S. Advertising
University of Colorado Boulder

B.A. Ecology and Evolutionary Biology
University of Colorado Boulder

I'm a strategic creative with a decade in marketing. I find the story, make the content, and build the systems, workflows, and standards that let a team ship quality creative, campaigns, and sites that convert.

EXPERIENCE

Head of Marketing

Apr 2025 to present

The Line Bike Experience · North Bend, WA

Lead brand, marketing strategy, content, and the marketing systems for four locations, reporting to the CEO as a nimble team of one. My marketing contributes to **170%+ YoY revenue growth**.

- Rebuilt the website across rental, service, location, and brand pages, with clearer paths to book, every booking button pointing to one booking system, and search titles and descriptions rewritten for SEO, working with our SEO agency.
- Plan from a roadmap by revenue driver (rentals and demos, service, retail), with every campaign tied to one customer path.
- Built and run one marketing calendar the whole company plans from, where every campaign, event, and program goes through the same brief, review, and approval, with a brand QA check on every draft.
- Market events and partner programs as campaigns and make the content for them, from organic social and email to digital and print ads, signage, and collateral.
- Work with occasional creative contractors and the retail, rental, and service leads, and run AI-assisted workflows in Claude Code with my approval on every send, post, and spend.

Founder and Consultant

Dec 2017 to present

Hello Alex Garcia LLC

- Freeride World Tour, 2024-25 to 2026-27: US PR outreach during the season, subcontracted through Freeline Digital Marketing, writing and building the pre- and post-event media emails and their templates, adapting the press release for US media, and writing US athlete bios and media write-ups.
- Vail Resorts: contracted brand QA across **39+** resorts and Epic Pass partners, reviewing email, paid media, and social ads before launch.
- The Colorado Sun: contract Twitter and Instagram. Neptune Mountaineering and Ute Mountaineer: social media management and email campaigns. Studio 82: SEO-focused blog posts for rental properties and resorts.

Marketing Content and E-Commerce Manager

Jan 2022 to Jul 2023

Oru Kayak (Solo Brands)

Led content, brand, and e-commerce marketing with three direct reports and three agency partners, alongside the Solo Stove, Chubbies, and corporate teams.

- **Doubled on-site conversion** with product page testing, reviews in volume, creator content, and segmented email at 3 to 5 sends a week.
- Led marketing for the Oru Lake Kickstarter, **$2.25M**, the most-backed campaign in Oru's history; hired the creator and approved the scripts for a launch shoot of 200+ images and 3 vertical video ads.
- Launched **20+** products end to end, owning narrative, messaging, pricing, packaging, and the promotional calendar.

Content Specialist to Manager, Brand Marketing

Nov 2017 to Nov 2021

Vail Resorts · Breckenridge, Keystone, Stevens Pass

- Manager, Brand Marketing - Stevens Pass (2020 to 2021): brand marketing for the whole resort, including the season launch, pass sales, and crisis and operations communications with the PR team; managed the social media manager.
- Senior Specialist, Brand Marketing - Keystone Resort (2019 to 2020): messaging matrices for every guest segment and offer, **30+** vendors on multi-year brand campaigns, my first direct report, and $20K+ brand shoots.
- Content Specialist, Brand Marketing - Breckenridge Ski Resort (2017 to 2019): content for one of North America's most visited ski resorts and the content side of its brand refresh; led the rollout of Vail Resorts' first enterprise-wide digital asset library with the corporate DAM manager.

Marketing Coordinator

Sep 2015 to Sep 2017

Hotel Boulderado · Boulder, CO

- Marketing for the hotel and its three restaurants and bars across digital, social, email, and events.