

# DANIEL ALVAREZ

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## SUMMARY

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I am a marketing expert focused on architecting and deploying creative digital strategies for startups, universities and Fortune 500 companies. I have extensive knowledge in the online marketing space, specifically from a website strategy, design, and development standpoint. I am well-versed in social media management, search engine optimization (SEO), and brand storytelling through visceral digital content. I most recently served as New Matter's Senior Marketing Manager where I led the company's online marketing strategies, its retail and educational partnerships, and helped guide the company's engineering and product development teams in developing next-generation consumer technology products.

## EXPERIENCE

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### SR. MARKETING MANAGER | NEW MATTER

2016-2017

During my time at New Matter, I helped the company completely revamp its marketing, public relations, and sales strategies to better position itself as a legitimate player in the 3D printing industry. Not only did the company see its biggest sales growth during my tenure, it also secured additional VC funding, helping it expand its workforce and successfully launch numerous tech products. In addition, I oversaw national partnerships like the one with Challenger Center for Space Science Education, which helped bring the wonders of elegantly simple 3D printing to thousands of students around the country.

### DIRECTOR OF MARKETING | INTERACTIVE HEALTH TECHNOLOGIES

2015-2016

By leveraging a holistic marketing approach with a heavy focus on process management and strategic business development, I successfully assisted Interactive Health Technologies (IHT) in becoming one of the nation's most recognized software and hardware solutions in the wearable tech industry. I architected, designed and developed the company's online presence along with the various advertising efforts launched to further build IHT's customer base. I was also tasked with overseeing IHT's partnership and national marketing initiative with adidas and its corporate team.

### BUSINESS DEVELOPMENT MANAGER | TRADEMARK MEDIA

2014-2015

As TradeMark Media's Business Development Manager, I led clients through the sales process by helping them build the roadmap for scalable and profitable solutions for their web problems. I directed and ensured new business growth by leveraging a consultative sales process with a results-driven approach. In addition to cultivating and sustaining client relationships and agency partnerships, I managed the company's online community engagement and overall social media marketing strategy.

### DIRECTOR OF STRATEGIC PARTNERSHIPS | HMG CREATIVE

2012-2014

At HMG, I oversaw the development and growth of profitable new business by generating and maintaining valuable key agency and small business relationships. I ensured business growth through a series of marketing and sales tactics including grassroots, social and traditional advertising initiatives. These initiatives, along with a revamped internal process, assisted HMG Creative in securing a multitude of nationally recognized clients and solidified the company as one of Austin's premier creative agencies.

### DEPARTMENT MANAGER | NORDSTROM

2007-2012

I began my career with Nordstrom as a salesperson and quickly climbed the "inverted pyramid" to become one of the company's leading department managers. I helped develop and maintain several profitable divisions including a \$9 MM department, which I ran independently for over a year. During this time, I led and managed a team of 14 associates including a Top-100 salesperson. I initiated team-building exercises and endorsed coaching, which led to higher revenue and team morale.

## EDUCATION

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### UNIVERSITY OF TEXAS AT AUSTIN

Bachelor of Science in Advertising

*Business Foundations Program, McCombs School of Business*

2006-2010