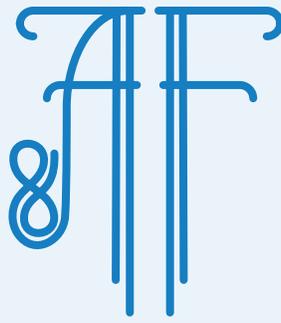


# ALEX



# FULTON

www.AlexFulton.me

Alexandra0430@gmail.com

@alexfulton0430

## WORK EXPERIENCE

**Marketing Coordinator**  
Oxford University Press  
March 2017 - Present

Develop and implement strategic marketing plans for 12 academic journals spanning history, psychology, and life sciences

Craft all marketing content for journals, including email campaigns, social media posts, blog posts, search and social advertising, and display ad campaigns

Create and execute cross-platform social media content plan for OUP's History products

Manage over \$34,000 in journal budgets to support goals of increasing journal usage, profile, and subscription revenue

Analyze success of marketing campaigns by determining measurable performance indicators; Report results to key internal and external stakeholders

Conceptualized workflow to launch OUP's first-to-market email communication announcing latest journal Impact Factors; Led team in sending over 200 email campaigns to a half million contacts

**Marketing Associate**  
Oxford University Press  
February 2015 - March 2017

Developed and implemented strategic marketing plans for 6 academic journals; assisted in marketing 16 additional titles

Generated engaging digital content for journals, contributing to a 36% increase in article usage across title list

Managed the @OUPHistory Twitter account, generating a 280% increase in followers

Coordinated OUP's presence at dozens of academic conferences each year, creating high-impact print collateral and promotional materials

**Communications Intern**  
Self-Help Credit Union  
May 2014 - July 2014

Developed digital strategies to grow the online presence of Self-Help, one of the largest community development financial institutions in the United States

Created and managed Self-Help's YouTube and Tumblr accounts, generating copy, videos, and graphics for each platform

Consulted on best practices for online brand building

## EDUCATION

**The University of North Carolina at Chapel Hill**  
2011-2014  
GPA: 3.836

B.A. in Journalism and Mass Communication  
(Advertising Specialization)

B.A. in German Literature and Culture

## OTHER CREDENTIALS

HubSpot Inbound Marketing Certification

Google AdWords Certification

American Marketing Association  
Director of Design

## SKILLS

### Professional

Content marketing, social media, email marketing, campaign planning, project management, budgeting, analytics, search engine marketing, event planning, graphic design

### Technical

Content Management Systems (WordPress and Drupal), Hootsuite, InDesign, Photoshop, Illustrator, Microsoft Office, SharePoint, HTML, Google AdWords, Google Analytics, SAP

### Social Media

Twitter, Facebook, LinkedIn, Tumblr, YouTube, Instagram, Pinterest, Thinglink, Google+