


## EDUCATION

 **THE UNIVERSITY OF TEXAS  
AT AUSTIN**  
BBA, Marketing

## CONTACT

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## CERTIFICATIONS

### Google:

Ads, Ad Words, Analytics,  
Tag Manager

### Codecademy:

SQL, HTML/CSS

### Hubspot:

Marketing, Sales

# ALEX ZIMMER

## CUSTOMER ADVOCATE

## EXPERIENCE

### HEAD OF CUSTOMER SUCCESS, BALKANID

*(March 2022 – Present)*

My role was to handle all stages of our customer journey, including prospect trials, onboarding, education, customer support, and upselling. I was able to achieve an over 95% “highly satisfied” level of service for our customers and an 80% conversion rate from trial to paying customer.

#### My responsibilities include:

- Creation of documentation and educational materials, both in written, video, and seminar formats.
- Customer support, such as debugging, user acceptance testing, managing support tickets, and product feedback.
- Serving as the voice of the customer on our leadership team.
- Closing deals through trials, ensuring customers stay subscribed to our product, and upselling customers to purchase more extensive subscriptions of our product.

### INSIDE/OUTSIDE SALES, SINC USA

*(May 2021 – March 2022)*

My role is to create a pipeline of both warm and cold leads (IT executives), create sales collateral, use multiple forms of outreach (phone, email, and LinkedIn) to get attendees for our vendor conventions. I was the top performing salesperson on my team of 14 during my tenure at SINC.

### DIGITAL MARKETING, WALTERS GILBREATH, PLLC.

*(May 2020 – May 2021)*

My role was to oversee all digital marketing efforts across the firm, as well as sales funnel optimization and HubSpot support. I managed PPC and display ad campaigns with a \$10,000 monthly spend, generating an ROI of over 50%, as well as creating a content marketing strategy using written content, podcasting, and videos that increased organic search traffic by 39% month over month.

### DIRECTOR OF GROWTH MARKETING, EARBUDS INC.

*(May 2018 – April 2020)*

I was the head of marketing responsible for our go-to-market strategy.

#### A few of my projects included:

- Creating a [new website](#) as well as multi-channel ad campaigns to increase conversions and improve SEO.
- Tracking KPIs and conducting research that was used to inform key product and marketing changes.
- Inventing and implementing numerous growth marketing initiatives that more than tripled hours spent in-app per user.