



CONTACT

818-458-1094
schomeralexis@gmail.com
AlexisSchomer.com
@schomeralexis

EXPERTISE

Marketing Strategy & Execution
Branding & Social Media
Web Design & E-commerce
Graphic Design & Email Marketing

MEDIA

TV Interview
Branding Workshop
SEO Interview
Social Media Interview
Interview/Article

PHILANTHROPY

PROVIDENCE TRINITYCARE
Board Member
EMPOWHER NONPROFIT
Mentor
STARTUP WEEKEND
Judge
805 STARTUPS
Mentor
HUB101
Mentor

ALEXIS SCHOMER

Digital Marketing Manager

INTRODUCTION

I'm a digital marketer & entrepreneur with a passion for solving problems and developing & implementing growth marketing solutions. During my 8 years of running a digital marketing agency, I have helped hundreds of businesses launch and generate revenue. Most recently, I created and executed the D2C strategy for a global furniture brand, generating revenue from multiple new channels. I'm excited to continue helping companies grow through digital marketing. Let's talk.

WORK EXPERIENCE

DIGITAL MARKETING MANAGER

dadada Baby | April 2022 - present
Nursery furniture brand & manufacturer

- Develop & implement digital marketing strategies in North & Central America
- Define brand language, core messaging, and value propositions
- Manage marketing & advertising campaigns online & offline
- Manage external and in-house marketing teams
- Create & execute social media strategy
- Develop email marketing program and campaigns
- Implement e-commerce marketing program & automations
- Generate new revenue channels including D2C through our website & Amazon
- Optimize Amazon listings using key algorithm functions, create marketing & advertising campaigns on platform
- Operational process development and team management

CEO & FOUNDER

Simply Branded | May 2015 - present
Digital Marketing Agency

- Marketing & business consulting for client base
- Digital marketing strategy & implementation
- Website design & development, landing page and funnel development
- Social media strategy, content creation, design, & management
- Branding, logo design, various marketing material design
- Manage Google PPC, Facebook Ads, & SEO

COO & CO-FOUNDER

Expy Health | May 2018 - June 2021
Digital care platform for patients and providers

- Design & oversee development of mobile & web applications
- Create product market positioning strategy
- Create brand, messaging, values, website, and creative assets
- Create & present pitch decks to potential investors
- Create & present sales decks to potential customers
- Develop marketing strategy for B2B & B2C platforms
- Develop & execute go-to-market plan for both B2B & B2C markets

AWARDS

- Women in Tech - 1st Place Winner
- Spirit of Entrepreneurship - Startup Emerging Business Award
- Women Speakers Association - Innovative Leader Award