

ALEX DALBY

COLLABORATIVE MARKETING LEADER

Senior marketing leader with 10+ years of experience driving revenue growth, membership expansion, and brand transformation across mission-driven organizations. Translating strategy into high-performing campaigns and crafting data-informed storytelling.

EXPERIENCE

SENIOR MARKETING MANAGER

Kripalu Center for Yoga & Health | January 2026 – Present

- Own marketing strategy and execution across organization for all Kripalu Experiences
- Manage messaging across email, website and social media

MARKETING MANAGER

Kripalu Center for Yoga & Health | August 2023 – December 2025

- Lead development and execution of integrated marketing strategy for Kripalu Online and Kripalu Schools businesses with results including:
 - **18.2% YoY app revenue growth** and **\$150,000 budget surplus** in 2024
 - More than **doubled app subscribers**
 - Successfully launched two pilot membership programs and exceeded revenue goals for both
 - Launched annual app subscription, achieving 793 enrollments against a goal of 150 and generating **\$237,107 in revenue**
 - Delivered a **7% budget surplus** for Kripalu School of Yoga in 2024
- Helped manage the launch of a new brand and website in 2025
- Manage one direct report and a team of specialists and freelancers
- Collaborate cross-functionally with internal teams to align messaging and drive engagement
- Build and present data dashboards to guide decision-making and optimize performance

FOUNDER & MARKETING CONSULTANT

Evergreen Creative Co. | March 2022 – Present

- Coach small business owners on content strategy, storytelling, and visibility
- Design and implement email and social campaigns to increase engagement and conversions
- Audit and redesign websites to improve UX and SEO performance

CONTENT MARKETING MANAGER

United Way of Massachusetts Bay & Merrimack Valley | Jan 2020 – Feb 2022

- Increased social media-driven **revenue by 2,000%** and **doubled traffic** within 18 months
- Created and maintained editorial calendars to coordinate messaging across departments
- Produced videos, social content, emails, and blog posts for multi-audience campaigns
- Led data analysis and reporting to inform strategy and refine outreach
- Partnered with program teams, leadership, and external partners to tell impact-driven stories

COPYWRITER

United Way of Massachusetts Bay & Merrimack Valley | Aug 2019-Dec 2019

- Crafted conversion-focused copy across web, email, and social channels
- Worked with internal stakeholders to generate marketing and event asset

EMAIL MARKETING MANAGER

Go City | 2018-2019

- **Doubled email revenue five months in a row** through targeted segmentation and automation optimization
- Built, launched, and optimized over 25 lifecycle and promotional campaigns
- Developed reporting framework to track key KPIs and inform A/B testing strategy
- Partnered with product, creative, and data teams to align messaging and user experience

MARKETING COORDINATOR

Castles Unlimited | 2015-2017

- Managed all social media channels and executed regular content updates to website
- Coordinated PPC strategy with third-party agency and tracked campaign performance
- Designed print and digital marketing materials

MARKETING INTERN

Geutebrück GmbH (Germany) | 2012

SKILLS

Platforms & Tools: Hubspot, Klaviyo, Salesforce, Google Analytics, Adobe Creative Suite, WordPress, Wix, Squarespace, Microsoft Office, Google Workspace

Expertise: Brand Marketing, Email and Social Media Strategy, Copywriting, SEO, Video Production, Content Strategy, Campaign Planning, Website Optimization, Brand Voice, Team Leadership

EDUCATION

Boston University – Psychology (2014–2016)

Harvard Business School – Certificate in Management Essentials (2023)

COMMUNITY SERVICE

Board Member, New Hope Midcoast (2025–Present)

Volunteer, Cambridge Women's Center (2017–2019)

Reading Coordinator, Tenacity Boston (2015)

CONTACT

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