

Alec Lower

Content Marketer

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📍 Raleigh, NC

🌐 [LinkedIn](#)

EDUCATION

North Carolina State University

August 2014 - May 2018

B.S. Business Administration

SKILLS

Persuasive writing

Analytical writing

Search Engine Optimization

Campaign management

Messaging and content development

Video editing

PROFICIENCIES

Hubspot

Wordpress

Webflow

Ahrefs

Microsoft Office

Google Suite

Mentionlytics

PORTFOLIO

[AlecLower.com](#)

WORK EXPERIENCE

Trojan Battery – Marketing Communications Specialist

DECEMBER 2024 - PRESENT

- Developed an ecommerce promotional program that resulted in a monthly average ecommerce revenue increase of 1,350%.
- Developed and modernized messaging through insight-driven brand campaigns
- Grew average post engagement on social media by 63% and post consumptions by 78%
- Launched employee-generated content initiative on LinkedIn and trained sales team members on LinkedIn best practices
- Wrote and produced video content for large-scale campaigns
- Wrote press releases and worked with external PR firms to manage release
- Wrote longform articles for magazine features

Second Nature – Social Media and Content Specialist

JULY 2018 - OCTOBER 2024

- Developed customer insight-driven social media strategies that grew Second Nature’s LinkedIn following by 2500% and Facebook following by 1800%
- Grew monthly average social impressions by 230% and monthly average social engagements by 330%
- Vastly outperformed competitors in the space by designing strategies that considered intent, psychographic details, and algorithmic implications
- Conducted interviews with clients and industry experts to create SEO-optimized blog content
- Helped sales team make contact with prospects via content interviews and helped close a 1.5 million dollar account
- Grew organic search traffic by 800% with SEO-optimized blog content
- Managed the production and distribution of Second Nature’s podcast

BassBlog.org – Founder and Columnist

FEBRUARY 2020 - PRESENT

- Founded Bassblog.org to cover bass fishing topics
- Averaging over 3,000 page views per month with multiple number one rankings and featured snippets after starting from scratch

Trinity Road Times – Founder and Editor

JULY 2023 - PRESENT

- Launched Trinity Road Times to independently cover NC State Athletics in July of 2023
- Earned multiple ESPN radio appearances in the first year
- Averaging over 9,000 monthly site sessions within the first six months of activity
- Launched, managed, and edited Trinity Road Times podcast

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