

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

Creative thinking and
brainstorming

Video editing

PROFICIENCIES

Hubspot

Wordpress

Webflow

Ahrefs

Microsoft Office

Google Suite

Mentionlytics

PORTFOLIO

[AlecLower.com](#)

WORK EXPERIENCE

Second Nature – Social Media and Content Specialist

JULY 2018 - PRESENT

- 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
- Drove pipeline via social strategies that expanded brand reach to new ideal customers and promoted presence at trade show events
- 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
- Scripted, filmed, and edited promotional video content for online events hosted by Second Nature
- Launched employee-generated content initiative on LinkedIn and trained sales team members on LinkedIn best practices
- Helped sales team members establish and maintain authority in social spaces via our employee-generated content program
- 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
- Wrote SEO-optimized content specific to the fishing industry
- 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