

# Alexis Onishenko

## Marketing & Growth Leader and Educator

Marketing expert & leader with 10+ years of experience growing brands through innovation, collaboration and execution. Seeking to leverage my marketing expertise using proven, data-driven growth strategies and insight to increase revenue. I have a proven track record in multimillion-dollar product launches that increase brand awareness and sales through deep understanding and experience in MarTech stacks.

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📍 Scottsdale, USA

🌐 [roguemountain.ca/portfolio](http://roguemountain.ca/portfolio)

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## SKILLS

Market Research

Product Management and Release

B2C Marketing

B2B Marketing

Content Development and Production

Go-To-Market Strategy

Brand Marketing

International Public Relations

Budget Management

A/B Testing

## WORK EXPERIENCE

### Marketing Lead | Founding Partner Rogue Mountain Marketing + Media

09/2012 - Present

Edmonton, Alberta & Scottsdale,  
Arizona

A boutique marketing agency specializing in complete brand development and execution, focusing on digital marketing and providing extensive fractional marketing expertise and education.

#### Achievements/Tasks

- Leading expert in digital communications with a deep understanding of SEO, PPC, SEM, SMM, website optimization, content development, email marketing and funnels in developing fully integrated, multi-channel marketing strategies.
- Contracted three years to provide digital marketing guidance and education to two large marketing agencies. Produced and executed over ten full digital media campaigns for these agencies and their clients, resulting in consistent 150%+ online growth and engagement through SEO, PPC, and Social Media.
- Strong understanding and experience with four emerging SaaS companies, supporting c-suite teams in hiring and optimizing their marketing teams in developing and training them to execute effective strategies for strong customer and investor relations.
- Worked on a supportive fractional basis for more than seven international startups; I secured over 30 million dollars in funding by developing comprehensive, integrated marketing strategies and research-based business plans.
- Six years experience in fractional leadership, training and recruiting over twenty-five employees for more than four strong and diverse marketing teams, leading them with clear objectives and instilling a solid drive for team success and innovation.
- Spearheaded development and presentation of marketing strategies for two complete funding rounds as lead presenter and marketing expert with a SaaS company, resulting in 8 million dollars raised.
- Chaired, spoke, taught and consulted at many digital media and marketing events in Canada and the United States.

## WORK EXPERIENCE

### Marketing Director

#### Golf Heroic/Heroic Athletics

10/2020 - Present

Scottsdale, Arizona & Calgary,  
Alberta

##### Achievements/Tasks

- Developed, from extensive market research, a long-term business and marketing plan for a digitally delivered service six months after launch resulting in a \$30K/month gross revenue stream.
- Led and trained a team in creating an active, vibrant online community surrounding Golf Heroic and Heroic Athletics through social media channels, optimized landing pages, content development strategy and e-newsletters.
- Identified bottlenecks in the customer journey resulting in adjustments and new systems, funnels and landing pages, increasing sales by 140% in six months and creating long-term positive customer interactions and retention.

### Director of Marketing & Operations

#### reThink Interiors and Lifestyles

01/2015 - 10/2022

Scottsdale, Arizona

*A full-service design and build studio specializing in cutting-edge livable designs for luxury residential, commercial and home staging.*

##### Achievements/Tasks

- Led the company through growth from 1.1 million annual sales to over 2.6 million in 16 months while navigating the complexity of the COVID-19 pandemic.
- Collaborated and executed a complete overhaul of the logo, website and engagement strategy. Resulting in a 10x increase in organic traffic and a 4x increase in qualified leads in 9 months.
- Built a strong brand and product awareness campaign through speaking engagements, strong vendor partnerships and local strategic stakeholders, leading to an increase of 150% revenue growth for one product.
- Tracked and reported digital and social media campaigns through CRM and data visualization software to aid all team members in understanding and owning our online brand and marketing execution.
- Developed six robust digital interactive sales packages aligned to a deep understanding of a specific customer. Resulting in a 130% increase in referral-based new customers.
- Oversaw hiring and daily management of a team that grew from two employees to six FTEs and nine contract employees. Throughout my time, I worked diligently to create a collaborative, engaged culture within the reThink organization.
- Created SOPs around vendor relationships, building strong integrations with trusted vendors into the reThink process.

### Political Staff, Office of the Elected Officials | Team Lead

#### Strathcona County

01/2013 - 12/2017

Sherwood Park, Alberta

##### Achievements/Tasks

- Created and implemented strategic time management and organizational system during significant transitions for the Office of the Elected Officials (OEO) administrative staff.
- Spearheaded a team to plan, manage and execute more than 30 special events and public engagement opportunities for Strathcona County Council while ensuring the County was correctly represented and key messages were communicated effectively.
- Responsible for implementing a tracking and prioritization system to record and track 50+ daily resident concerns received by all members of Council. Became a go-to trusted expert for resident concerns in our offices for both residents and internal stakeholders.
- Spearheaded an e-newsletter communication plan for eight councilors and the mayor, gaining more than 50,000 subscribers and overseeing the distribution of more than 300 fully vetted e-newsletters to residents in a single term.
- Wrote and developed copy on behalf of politicians, as well as aided in speech writing and development, building a strong understanding of copywriting and public speaking.

## VOLUNTEER EXPERIENCE

### **Marketing Analytics Research Mentor/Co-Author**

MacEwan University

08/2018 - 12/2020

Edmonton, Alberta

#### *Tasks/Achievements*

- Acted as a research mentor and co-author to the MacEwan marketing research study, "Using data-driven marketing outlines to simplify and execute strategic marketing plans for boutique fitness programs and facilities in the Edmonton area." (currently in review for publication)

### **Networking Events Co-Chair**

Valley of the Sun Active 20-30 Club

09/2021 - Present

Scottsdale, Arizona

*A philanthropy organization of professional women in the valley that raises over \$750,000 and donates more than 4000 hours annually to 9 local children's charities.*

#### *Tasks/Achievements*

- Co-chair for the Valley of the Sun Avtice 20-30 Club (VOS) annual networking event. Planned and executed "Cocktails and Connections 2022" at the Arizona Biltmore for over 150+ professional women who discussed business with a panel of three incredible leaders in our community.
- Personally raised over \$2500 in donations and completed more than 22 hours of volunteer work in the valley for my 2022 year.

## TECHNICAL EXPERIENCE

### **Website Design & Management**

Squarespace, Google Business, Google Admin, Click Funnels, Kajabi, Webflow, WordPress, Shopify, Wix, Hubspot

### **Social Media Management and Advertising**

Meta (Facebook/Instagram), TikTok, Twitter, Pintrest, LinkedIn, Google Ad Words, Youtube/Google Video Ads, Snap Chat

### **Digital Analytics**

Tableau, Hootsuite, SPSS, SAS, SEMRush, Google Analytics (360), Heap

### **MarTech & Software Integration**

Notion, Slack, Asana, Dropbox, Monday.com, Typeform, Marketo, Mailchimp,

## EDUCATION

### **Bachelor of Commerce, Major in Marketing**

MacEwan University

Edmonton, Alberta

#### *Achievements*

- Graduated with Honors

### **Chartered Marketer**

Canadian Marketing Association

05/2020 - 06/2022