

Alex McIntyre

Lubbock, TX 79424 | (859) 421-3555 | amcintyretx@gmail.com | linkedin.com/in/mcintyre806/

Professional Summary

Digital Marketing and Growth Specialist with over 15 years of experience driving organic and paid revenue growth through social media management, content creation, SEO, website development, and e-commerce strategies. I bring deep expertise in AI-driven content creation, full-funnel paid advertising across Google Ads, Meta, TikTok, and X, technical platform integrations, multi-channel content strategy, and building high-converting digital experiences at scale.

At Battery Joe, as Sr. Marketing Director, I led comprehensive digital marketing and e-commerce growth initiatives including SEO, AI-powered content creation, full-funnel paid advertising, website enhancements, email marketing, social media management, in-store merchandising, events, and tradeshow. I collaborated closely with the owner, Director of Operations, Regional Sales Manager, and branch managers to implement new business ideas, improve operational workflows, enhance customer service, and drive revenue growth. I led the development of a comprehensive Google Merchant Center program with automated product feed integration (WooCommerce + Counterpoint POS), optimized a catalog of more than 900 products by authoring the original content and leveraging select AI tools to maximize SEO optimization and visibility, creating highly effective SEO-optimized descriptions, technical tables, and structured data, and delivering consistent increases in search visibility and online sales.

Throughout my career I have managed social media strategy and content for 20+ clients, developed and maintained over 50 websites using HTML, CSS, JavaScript, WordPress, and other CMS platforms, executed email campaigns, video production, and multi-channel promotions, and collaborated cross-functionally with ownership, operations, and sales teams to implement new business ideas, improve workflows, enhance customer service, and execute in-store merchandising, events, and tradeshow.

Skills

- **SEO & Digital Marketing:** On-page optimization, keyword research, Google Merchant Center, product feed automation, structured data, meta tagging, organic growth, Google Ads, Meta, TikTok, X advertising.
- **Content Creation & AI:** Advanced prompt engineering (Grok, ChatGPT), SEO-optimized product descriptions, high-converting copywriting, email campaign strategy & copy, technical/product documentation
- **Ecommerce & Integrations:** WooCommerce, Counterpoint POS, automated inventory synchronization, Google Shopping
- **Web Development & Design:** HTML, CSS, JavaScript, UI/UX improvements, WordPress, graphic design (digital + print)

- **Analytics & Results:** Conversion rate optimization, traffic attribution, large-scale catalog management (900+ SKUs), event/tradeshows execution

Experience

Sr. Marketing Director

Battery Joe, Lubbock, TX

June 2019 - May 2026

- Designed and launched Google Merchant Center with automated product feed integration (WooCommerce + Counterpoint POS), enabling real-time inventory sync and national visibility via Google Shopping.
- Applied HTML, CSS, and JavaScript expertise to support website customizations, design improvements, and enhanced user experience on the WooCommerce platform.
- Built and scaled an AI-powered content system (using Grok) that generated SEO-optimized titles, benefit-driven descriptions, technical tables, and structured data for 900+ products, dramatically improving organic search performance.
- Drove consistent organic revenue growth, with multiple \$3,500+ daily sales peaks attributed to Google organic traffic.
- Optimized product pages for both DIY consumers and commercial buyers, increasing click-through and conversion rates through keyword targeting, scannable formatting, and schema markup.
- Led full-funnel paid media (Google Ads, Meta, TikTok, X, NextDoor); designed and executed email marketing campaigns end-to-end.
- Executed all on-site events, tradeshows, and in-store merchandising while collaborating with ownership, Director of Operations, and branch managers on process improvements.

Social Media Manager / Web Developer

Primitive Social, Lubbock, TX

June 2017 – May 2019

- Managed social media strategy and content for 20+ clients across Facebook, Twitter, Instagram, and Google Business, improving reach and engagement through analytics-driven campaigns.
- Developed and maintained over 50 websites for local and regional businesses using HTML, CSS, JavaScript, PHP, and WordPress as the primary CMS.
- Performed ongoing website updates, troubleshooting, and customizations based on client requirements.
- Collaborated with team members to deliver integrated marketing and web solutions.

Media Manager

Overton Hotel & Conference Center, Lubbock, TX

October 2015 – June 2017

- Created, designed, and published marketing content across all digital and print channels, including social media, websites, email campaigns, and advertisements.
- Designed web graphics, print materials, and in-house promotions while assisting the Sales & Marketing Director on major projects.
- Produced video content and drone footage for multi-channel marketing campaigns.
- Coordinated with corporate partners to support weekly marketing strategy and execution.

Marketing Director - North American Branch

Loxone U.S. Electronics, Lexington, KY

June 2014 – February 2015

- Led all marketing efforts including web content, email campaigns, social media, and print materials (brochures, business cards).
- Utilized SEO tools and strategies to support brand visibility in the emerging smart home automation market.
- Handled event planning, sales support, public relations, and business partner communications.
- Created technical and promotional content for conventions and trade shows.

Web Manager & Social Media Manager

bloc MKTG, Lexington, KY

June 2008 – April 2014

- Managed website content across multiple markets for Anheuser-Busch regional branches across the United States, including updating graphic banners, promoting specials, uploading event photos, and administering site-wide contests.
- Directed social media growth and audience development initiatives across Facebook, Twitter, Instagram, and Pinterest; edited, watermarked, and optimized high volumes of event photography; designed promotional graphics, giveaway posts, and tracked performance market-by-market while allocating monthly budgets to maximize engagement and fan interaction.

Education

B.A. in Art History

Transylvania University, 2012

References

John Merklein – Owner/Director of Operations, Battery Joe

Email: jmerklein@gmail.com | Phone: (806) 676-0560

Jonathan Silva – Owner, Tadpole Agency

Email: jonathan@thetadpoleagency.com | Phone: (806) 782-5093