

Alex Meshot

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Accomplished digital marketing professional with demonstrated success leading a team, improving efficiencies, and exceeding team revenue goals. Able to determine client marketing objectives that are strategically focused, data driven, and streamlined to drive optimal results. Able to effectively communicate and implement strategy, best practices, and operational excellence.

Professional Experience

Live Nation Entertainment

Sr. Manager, Search Marketing

September 2021 - Present

Strategy thought leader and visionary responsible for deploying search marketing innovations across Google Ads, Search Ads360, and Microsoft (Bing) Ads within the live entertainment industry.

- Cross-channel strategic go-to-market digital marketing development and implementation
 - Manage annual budgets of over \$10M across professional sports, arenas, theatres, and family entertainment and touring shows
 - Strong understanding of platform connectivity and ability to manage and analyze large datasets to identify trends, opportunities and efficiencies
 - Collaborate with product, data, and engineering teams on automation, reporting, and alignment opportunities including best practices, goal setting, and measurement
 - Leverage DOMO, Tableau, Looker, Google Analytics and Datorama to track data analytics, trends, strategies, and develop data visualizations.
- Oversee paid search strategy and operations within the marketing solutions team
 - Lead go-to-market plans and marketing tactics for live entertainment partners
 - Unlock incremental improvements through test and learn approach include landing page tests, ad copy, keywords, and in-market and out-of-market geo targeting
 - Determine business objectives and marketing goals including gross transactional value, customer lifecycle, and market analytics
- Lead a team of three search managers who are responsible for strategy, planning and activation of search marketing campaigns
 - Lead high-priority organizational operations such as resourcing, recruitment, headcount management, organization design and leadership meetings.
 - Deliver regular key performance indicators to business stakeholders across the organization

Paciolan, a Learfield Company

Sr. Digital Marketing Strategist

June 2018 – August 2021

Senior digital marketing leader responsible for providing digital marketing, analytics and technology solutions for collegiate athletics, venue, sports and live entertainment clients.

- Coordinated, implemented, and optimized Search, Display, Video, and Social Media advertising campaigns to achieve client goals
 - Expert in driving results through Google AdWords, Google Marketing Platform, Twitter, Programmatic Display, Video and Facebook advertising channels
 - Leverage Datorama and Google Data Studio data visualizations for reporting and optimizations
 - Managed client relationships, set goals, performance expectations and deliverables
- Directly managed a team of digital media specialists
 - Developed training materials, processes, and efficiencies to develop marketing associates experience
- Leader for new business development opportunities: develop benchmarks, best practices materials, participate in webinars and speaking sessions to showcase successful strategies within the industry
 - Consistent business growth of over 35% year over year
 - Led new business objectives for actionable Google Analytics & SEO consulting services

Digital Media Specialist

June 2016 – June 2018

Leader within the Google Search Marketing team, responsible for providing search marketing solutions for collegiate athletics, venue, sports and entertainment clients.

- Expertise in Google AdWords and Google Analytics, and efficiently leverage these tools to exceed client goals
 - Coordinate Google Analytics' consulting service resulting in an increase in ecommerce conversion rates and new revenue opportunities
- Nominated by executive team and awarded 'Star of the Quarter' accolade October 2017

Google Fiber

Digital Marketing Specialist (Contractor)

January 2015 – May 2016

Assisted the Google Fiber marketing activation team with market penetration through social media and search marketing advertising.

Entertainment & Tourism Club, CSUF

VP of Marketing (Internship)

August 2013 – May 2014

On-Campus organization responsible for developing a forum for industry experts to inspire and connect with students. Managed social media platforms, website and Google Analytics to track increases in site traffic and event attendance.

Sports 1 Marketing

Sponsorship Sales (Internship)

November 2013 – February 2014

Sports marketing agency responsible for connecting brands and products with appropriate sponsors. Coordinated sponsorship sales for celebrity golf tournaments.

Anaheim Bolts

Marketing (Internship)

September 2013 – November 2013

Coordinated in-game entertainment and marketing for professional indoor soccer club.

Education

Business Administration, Marketing
California State University, Fullerton August 2014

MBA, Marketing
Washington State University, June 2022

Certifications & Skills

Google Marketing Platform | Google Analytics | Google Ads | Facebook Ads | Search Ads 360 | Adobe Creative Suite | AdRoll | Microsoft Office | DOMO | Datorama | Tableau | Looker | Google Data Studio | Asana | Leadership