Julian Alexander Alvarado, M.S.

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SUMMARY

Writer, vibe marketer, and growth hacker with 10+ years of experience shipping products, content, and campaigns across Fintech, Analytics, and Crypto. I build AI-powered automation that scales pipeline—multi-agent outreach systems, competitive intelligence pipelines, and marketing ops infrastructure.

PROFESSIONAL EXPERIENCE

Coefficient, San Mateo, CA

Marketing Engineer | Consultant: Content Engineering   Apr 2024 – Jan 2026

- Built an in-house job-change detection tool (UserGems alternative) for ~$80, processing 6,400+ contacts to identify 934 win-back opportunities and 519 enriched emails—saving ~$20K/yr in vendor costs.
- Built multi-agent outreach system (Outreach.io alternative) that automates prospect research, qualification scoring, and personalized campaign generation across email, LinkedIn, and communities—saving ~$10K/yr in vendor costs.
- Created competitive monitoring system (Klue alternative) tracking real-time connector outages across 7 competitors—saving ~$15K/yr and giving sales timely leads to win over frustrated competitor users.
- Built 5 React/TypeScript lead-gen tools for finance personas—including AI-powered PDF-to-QBO conversion and cash flow forecasting—driving enterprise connector upsells.
- Built Reddit/community monitoring system that detects product-fit conversations, scores intent, and drafts contextual responses for scalable community-led growth.
- Built AI agent workflows automating end-to-end content lifecycle, saving $50K and scaling PLG metrics: 438% ranked pages, 256% traffic, 3x inbound demos YoY.

Elementum, Salt Lake City, UT

Product Marketing Manager II   May 2023 – Aug 2024

- Led GTM strategy for senior data ICP, defining use cases through market research, competitive analysis, and customer interviews.
- Increased sales-qualified meetings 43% through partner marketing initiatives, including Snowflake partner portal and training.
- Co-developed ABM and event strategies generating 25 qualified opportunities per event on average.

Bitwave, San Francisco, CA   Jan 2022 – Mar 2023

Product Marketing Manager & Founding Marketer

- Led GTM for Bitwave Institutional: 15% revenue growth, 5 enterprise customers ($110K implementation + $10K MRR each).
- Built marketing ops and demand gen infrastructure from zero; achieved G2 High Performer status.
- Established competitive intelligence framework with battlecards and sales collateral that improved win rates.

Sigma Computing, San Francisco, CA   Nov 2020 – Apr 2022

Head of Content

- Led 3-person team producing 200+ content pieces/quarter; owned content driving 44% of first-touch pipeline.
- Grew organic search 180% YoY through SEO strategy; used insights to optimize paid media spend.
- Built sales enablement assets: outreach sequences, case studies, and webinars for demand gen campaigns.

Human Interest, San Francisco, CA   Oct 2019 – Nov 2020
Content Marketing Manager
- Doubled blog traffic (44K➜111K) and generated 75 inbound leads/month as owner of top-performing lead channel.
- Launched webinar program end-to-end: speaker sourcing, multi-channel promotion, and SDR outreach sequences.

Tubular Labs, San Francisco, CA   Mar 2019 – Sep 2019
Global Content Marketing Strategist & Manager
- Scaled content program generating two $25K upsell opportunities; optimized email to 39% open rate and 9x database growth.
- Activated organic social channels, driving 100+ qualified leads and 88% follower growth.

Synopsys Software Integrity Group (SIG), San Francisco, CA   Aug 2017 – Mar 2019
Marketing Intelligence Analyst (promoted from Digital Marketing Specialist)
- Built and scaled A/B testing program for content marketing; led marketing automation campaigns for upsell opportunities.
- Developed metric-driven content strategy tying ROI to content performance throughout the sales funnel.
- Created sales enablement content and messaging guides for six buyer personas across product/services portfolio.

Agilent Technologies, Santa Clara, CA   Jun 2015 – Aug 2017
Content Strategist (promoted from Content Specialist)
- Increased organic traffic 32% and reduced bounce rate 30% through SEO implementation and content gap analysis.
- Optimized site architecture, templates, and on-page elements to improve conversions and customer experience.

EDUCATION

The University of Illinois at Urbana-Champaign
- Master of Science in Biotechnology
- Bachelor of Sciences in Biology & Chemistry

TECHNICAL SKILLS

- AI/ML: Claude, OpenAI APIs, multi-agent workflows, MCP integrations
- GTM Stack: HubSpot, Salesforce, Clay, Zapier, WordPress
- Languages: Python, JavaScript, React/TypeScript
- Data: SQL, APIs (Bright Data, Better Contact, Firecrawl, Exa)