

AUSTIN R. E. ALFREDSON

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SUMMARY

Integrated marketer, content producer and storyteller with 10+ years of translating brand strategies into published work across written, visual, email, and social channels. Agency-trained with extensive cross-functional coordination among creative, stakeholder, and subject matter experts, hands-on across copywriting, photography, videography, and design. Proven in editorial calendar management, multi-format adaptation, and CMS and email publishing, enhanced by direct buyer insights from over \$5M in consultative sales and customer service.

CERTIFICATIONS & PLATFORMS

Certifications: Google Ads (Display, Search & Analytics) | LinkedIn Ads | Meta Ads | HubSpot Sales

Platforms: Adobe Creative Cloud (Photoshop, Lightroom, Premiere Pro, Express) | HubSpot | Google Analytics 4 | Google Tag Manager | Webflow | WordPress | Microsoft Office | Claude Code

EXPERIENCE

Sales & Product Consultant *May 2025 – Present*

Hyundai of Saco / Saco, ME

- Ranked top 2% for customer satisfaction (19 of 1,100+ consultants) across a nine-state region, with a 99.17% Customer Satisfaction Index and 98.7% Keys to Success rating.
- Translated complex product features into tailored value narratives for diverse buyer personas, sharpening the pain-point language, discovery frameworks, and objection handling now applied to marketing and sales enablement.

Brand & Content Consultant *Aug 2023 – Present (Freelance)*

Alfredson.ai / Sanford, ME

- Produced brand positioning, messaging, and content systems for small businesses, with published case studies covering industrial manufacturing, hospitality, and audience development.
- Led integrated content strategy for a 30-property hospitality portfolio, building an audience-driven content and campaign system that increased social engagement 30% and grew new audience reach 200%.
- Piloted generative AI tools for research, copy drafting, and creative development, cutting content production cycles significantly.

Marketing Manager *Sep 2024 – May 2025*

Rubb Building Systems / Sanford, ME

- Owned U.S. content production end to end for a manufacturer of large-scale aviation, defense, and energy structures, running the editorial calendar across project stories, case studies, one-pagers, email, and social.
- Interviewed engineers, project managers, and customers, turning technical builds into stories adapted for web, social, email, and printed trade show collateral.
- Shot and edited photography and video on active build sites and at industry trade shows, maintaining a central asset library used by sales and regional partners.
- Designed brochures, spec sheets, booth graphics, and sales decks, and published across CMS and email platforms against the trade show calendar.
- Built templates and brand guidelines so sales could produce their own on-brand materials, routing technical claims through review before publish.

Associate Media Director *Dec 2022 – Aug 2023*

Allen & Gerritsen / Boston, MA

Promoted four times over an eight-year, two-stint tenure (from Assistant Media Planner to Associate Media Director)

- Led seasonal integrated campaign planning and activation for the Boston Museum of Science, bringing 30+ B2C campaigns to market and driving a cumulative 20% lift in attendance, 15% growth in online ticket sales, and 10% YoY improvement in cost per lead.
- Maintained cross-campaign calendar visibility across creative, social, and investment teams, resolving overlaps and keeping activation execution-ready across channels and moments.
- Translated seasonal and brand strategy into briefs that aligned Advertising, Paid Social, Creative, and Investment teams around clear timing, sequencing, and channel roles.
- Managed \$3M+ annual integrated budgets across search, paid social, programmatic, OTT, radio, OOH, and print, consistently delivering 2x+ ROI.

Digital Marketing Manager *Dec 2021 – Dec 2022**Rapid7 / Boston, MA*

- Led paid media strategy for the XDR platform's first go-to-market campaign, generating 70M impressions across LinkedIn and YouTube and delivering a 2x lift over industry-average CTR benchmarks.
- Developed an evergreen LinkedIn demand generation strategy using first-party data and high-intent lookalike models to sustain visibility and grow the qualified audience pool.
- Translated complex cybersecurity capabilities into targeted messaging for technical and executive audiences.
- Partnered with content, product marketing, and sales to align campaign messaging with platform evolution and pipeline objectives.

Media Supervisor *Sep 2015 – Dec 2021**Allen & Gerritsen / Boston, MA*

- Planned and executed multichannel campaigns for financial services, healthcare, retail, education, and cultural clients, coordinating cross-functional teams around shared timelines and objectives.
- Progressed through four roles supporting and later leading integrated campaign planning, trafficking, optimization, and reporting across digital, social, and traditional media.
- Negotiated and managed media buys, content syndication placements, and publisher partnerships across a broad channel mix.

EDUCATION

Stonehill College *Easton, MA / 2015*

B.A. Mediated Communication; Minor in Integrated Marketing Communication

Class President, Yawkey Scholar, and Ron Burton Training Village Alumnus