

Alexis Clements

[send email for contact info]

alexisclementsATgmail.com

www.alexisclements.com

Work Experience

The New York Academy of Sciences

Online Marketing Manager

New York, NY

October 2006 - Present

- Promoted after nine months from Online Marketing Coordinator.
- Work with other members of the Marketing team to implement a broad branding and marketing strategy for the Academy, its programs and products.
- Maintain and increase member retention via email communications and online advertising administration.
- Increase traffic to Academy websites and awareness of Academy programs.
- Analyze and regularly report on web and marketing data, using ESP (Bronto), Google Analytics, and WebTrends.
- Work with the Director of Marketing to coordinate new marketing partnerships, including numerous corporate and organizational partnerships.
- Work with the Senior Online Production Manager to track and report key web and email performance metrics.
- Liaise with Programs & Publishing Departments to create and publish online content and advertising, as well as email dispatches.
- Changed subscription trend on all email newsletters from downward to upward in five months, including initiating a campaign to enroll new subscribers to our single non-member email newsletter which resulted in 520% growth in the number of registered subscribers.
- Started a committee to introduce a new Privacy and Anti-Spam Policy in the organization.
- Recoded and redesigned all email newsletters, showing marked increases in open and click rates.
- Am currently working with a team of colleagues to phase in a redesign of our organization's website.
- Helped to re-evaluate software for email marketing as well as web analytics, including consideration of budgeting.

The Playwright's Forum

Webmaster

Washington, DC

March 2004 - Present

- Maintain and regularly update the website for this 200+ membership organization, including maintenance of online database of members' biographies and plays.

Carnegie Institution of Washington, Department of Terrestrial Magnetism

Web & Publications Coordinator

Washington, DC

October 2003 – September 2005

- Promoted from Administrative Assistant after three months.
- Regularly published articles on the web pertaining to scientific work taking place in the department.
- Wrote content for institution-wide publication, *Spectra*.
- Assisted staff and postdoctoral fellows in editing and proofreading scientific papers and grant proposals.
- Worked with staff members to develop websites for individuals as well as research projects.
- Collaborated with staff scientists, postdoctoral fellows, and information technology staff on the restructuring and redesign of the department's website, including rewriting much of the web content.
- Designed, copy-edited and published a commemorative booklet as part of planning for the department's centennial, including bidding contract for production.
- Teamed with colleagues in the recruiting and hiring of four new administrative hires and numerous postdoctoral fellows.
- Organized and teamed with committees to both plan and undertake various department events, including the management of budgetary concerns, as in the Centennial Celebration of 2004 with 700+ invitees and a \$50,000+ budget.