

Alex Melkonian

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ABOUT

Marketing Manager with 8+ years of experience in managing \$20M+ ad spend and proven success leading full-funnel growth initiatives across B2B, SaaS, and high-performing D2C brands. Known for blending strategic vision with hands-on execution to drive measurable ROI. Skilled in managing cross-functional teams, optimizing multimillion-dollar ad budgets, and building scalable systems that combine storytelling with data. Passionate about leading with integrity, fostering innovation, and delivering marketing that moves both people and performance.

CORE EXPERTISE

Leadership & Strategy

- Cross-Functional Team Management
- Go-to-Market Planning
- Forecasting & Budget Ownership

Creative & Brand

- Brand Positioning
- Copywriting
- Messaging
- Adobe Creative Suite
- Canva

Performance Marketing

- Paid Media (Google, Meta, LinkedIn, TikTok)
- Lifecycle Automation
- AIO/SEO
- CRO & A/B Testing

Analytics & AI Systems

- GA4
- Attribution Modeling
- CRM Automation
- Claude (Claude Code) & ChatGPT

Platforms & Tools

- HubSpot, Salesforce, Klaviyo, Marketo, Mailchimp
- WordPress, Shopify, Wix, Squarespace, Webflow
- Google Search Console, Google Tag Manager, BrightEdge
- Zapier, Clay, Cal.com, Webflow, Windsor.ai, Apollo

EXPERIENCE

Marketing & Revenue Operations Manager *FrontrowMD*

November 2025 – Present
Remote

Own the data, systems, and automation behind the go-to-market engine at a healthcare technology company, supporting ~195% ARR growth and ~170% growth in signed brands since joining.

- Build and own a live, Claude-powered GTM dashboard that unifies company data into one source of truth, sharpening insights and forecasting for leadership.
- Own the BD Tracker as the company-wide source of truth for the full book of signed brands and reconciled ARR, partnering with leadership on forecasting behind strategic decisions.
- Lead cross-team data hygiene across BD, Ops, SE, and Marketing—backfilling historical data, fixing broken automations, and standardizing data structure and definitions so every team reads metrics the same way.
- Run the demo booking funnel on Cal.com with UTM tracking and routing—replacing static HubSpot links and shipping 200+ updates across legacy and new sites for cleaner attribution.
- Design HubSpot and Zapier automations (lead routing, post-demo fulfillment, double-booking detection) to improve speed-to-lead and protect data quality.
- Build attribution and funnel analytics tying marketing to pipeline and revenue, extending into lead scoring and lifecycle automation.
- Manage the marketing and RevOps tech stack, support demand gen, paid media, and SEO, and create internal AI tooling (content-writing assistant, Claude Code builds) that automates manual work.

Founder *ATM & Co.*

January 2024 – Present
Glendale, CA

Boutique marketing agency helping businesses scale through paid media, automation, and brand strategy.

- Founded and lead a full-service marketing agency delivering ROI-driven growth systems for real estate, healthcare, and professional service brands.
- Oversee client ad budgets exceeding \$50K+/month across Meta and Google Ads, achieving average ROAS of 5.8× and consistent lead-to-sale improvements.
- Build and manage end-to-end marketing ecosystems including websites, landing pages, CRM automation, and lifecycle email flows.
- Implement AI-powered workflows using ChatGPT, Zapier, and HubSpot—cutting campaign setup and reporting time by 90%+.
- Develop creative direction, messaging, and positioning for brands—driving 3–4× lift in inbound leads and enhanced client retention.
- Serve as primary strategist and account lead for all clients, handling planning, budget forecasting, and performance optimization.
- Manage partnerships with designers, content creators, and ad specialists to scale deliverables efficiently without sacrificing quality.

Senior Marketing Specialist *IMT Residential*

December 2020 – November 2025
Sherman Oaks, CA (Hybrid)

Led full-funnel digital marketing across 50+ multifamily communities, overseeing paid media, SEO, social, email, and online reputation to drive occupancy, retention, and brand performance.

- Owned \$1M/month in Meta and Google Ads spend, sustaining 97% portfolio occupancy with 6.3× ROAS and 32% lower CPL YoY.
- Directed a cross-functional team of 5 spanning paid media, product, and creative—executing integrated campaigns that aligned with business objectives and regional targets.
- Boosted organic traffic by 24% YoY and conversion rate by 10% through localized SEO, SEM, and conversion funnel optimization.
- Led UI/UX redesigns for landing pages, increasing form completions by 19% and session duration by 35%.
- Launched automated email campaigns with 60% open rate and 22% CTR—exceeding industry benchmarks by over 5× and driving stronger lead nurturing and resident retention.
- Implemented AI-driven workflows (ChatGPT, Zapier) for research, campaign setup, and reporting—cutting manual work by 90%+ and improving decision-making speed.
- Designed budget forecasting and optimization models that improved spend allocation across channels and markets.
- Enhanced tracking and attribution across paid, SEO, and CRM systems, enabling accurate ROI measurement and cross-channel insights.
- Scaled social media presence by 240% in followers and 5.9% engagement rate, strengthening IMT's brand visibility and resident community engagement.
- Elevated average review score from 3.7 to 4.3 stars, increasing 5-star reviews by 42% through ORM and resident satisfaction initiatives.
- Partnered with operations, product, and creative teams to execute go-to-market strategies for new developments—achieving 97%+ lease-up within target timelines.
- Operate in a high-performing D2C environment, continuously optimizing acquisition funnels to convert awareness into occupancy.

Head of Marketing

Arbitrage Real Estate Group

September 2017 – January 2021

Glendale, CA

Directed full-funnel marketing strategy and creative execution for a high-growth real estate firm, leading team operations, demand generation, and revenue performance across digital and offline channels.

- Surpassed revenue targets by 413%, generating \$2.1M+ in attributable revenue through integrated campaigns across paid media, SEO, email, and social.
- Led and developed a 4-person marketing team, overseeing campaign strategy, creative production, and performance optimization across multiple markets.
- Delivered 990% ROI by restructuring acquisition funnels and applying behavioral segmentation to improve lead quality and CPL efficiency.
- Built automated nurture workflows (HubSpot, Mailchimp) that reduced sales cycle length by 34% and lifted MQL-to-SQL conversion by 27%.
- Managed a portfolio of 60+ clients while personally closing \$10M+ in sales, aligning marketing strategy with revenue growth objectives.
- Directed multi-format creative campaigns using Adobe Creative Suite, driving 35% higher engagement on listings and branded content.
- Partnered with brokers, lenders, and local businesses to expand referral pipelines—boosting inbound client volume by 46% YoY.
- Owned forecasting, reporting, and multi-channel budget optimization to ensure efficient spend allocation and sustained profitability.
- Operated in a high-performing D2C environment, continuously testing acquisition strategies to scale direct customer conversions.

EDUCATION

University of Southern California

B.S. in Business Administration

- Dean's List (All Semesters), USC International Business Leaders, USC Armenian Students Association

August 2016 – May 2018

GPA: 3.70 | Cum Laude

Glendale Community College

A.S. in Business Administration

- GCC Scholars Program, GCC Armenian Students Association, GCC Pencils of Promise

August 2014 – June 2016

GPA: 3.82

LICENSES AND CERTIFICATIONS

Google Analytics

May 2025

Google Ads Search

May 2025

Real Estate Salesperson (ID: 02055196) - California Department of Real Estate

April 2018 – April 2026

INTERESTS

Cooking, Photography, Video Games, Interior Design, LEGO, Lakers, Formula 1, Skiing, Travel