Alexandra Garcia

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I'm a strategic creative with a decade in marketing. I find the story, make the content, and build the systems, workflows, and standards that let a team ship quality creative, campaigns, and sites that convert.

Experience

Head of Marketing

April 2025 to present

The Line Bike Experience

Lead brand, marketing strategy, content, and the marketing systems for four locations, reporting to the CEO and directing our SEO agency and contract creatives. My marketing contributes to 170%+ year-over-year revenue growth.

- Rebuilt the website across rental, service, location, and brand pages, with clearer paths to book, every booking button pointing to one booking system, and search titles and descriptions rewritten for SEO, working with our SEO agency.
- Plan from a roadmap by revenue driver (rentals and demos, service, retail), with every campaign tied to one customer path.
- Built and run one marketing calendar the whole company plans from, where every campaign, event, and program goes through the same brief, review, and approval, with a brand QA check on every draft.
- Market events and partner programs as campaigns and make the content for them, from organic social and email to digital and print ads, signage, and collateral.
- Work with occasional creative contractors and the retail, rental, and service leads, and run AI-assisted workflows in Claude Code with my approval on every send, post, and spend.

The Line case study

Marketing Content and E-Commerce Manager

January 2022 to July 2023

Oru Kayak (Solo Brands)

Led content, brand, and e-commerce marketing with three direct reports and three agency partners, alongside the Solo Stove, Chubbies, and corporate teams.

- Doubled on-site conversion with product page testing, reviews in volume, creator content, and segmented email at 3 to 5 sends a week.
- Led marketing for the Oru Lake Kickstarter, which raised $2.25M, the most-backed campaign in Oru's history. Hired the creator and approved the scripts for a launch shoot of 200+ images and 3 vertical video ads.
- Launched 20+ products end to end, owning narrative, messaging, pricing, packaging, and the promotional calendar.

Oru Kayak case study

Content Specialist to Manager, Brand Marketing

November 2017 to November 2021, two promotions

Vail Resorts · Breckenridge, Keystone, and Stevens Pass

- **Manager, Brand Marketing - Stevens Pass** (2020 to 2021): brand marketing for the whole resort, including the season launch, pass sales, and crisis and operations communications with the PR team. Managed the social media manager.
- **Senior Specialist, Brand Marketing - Keystone Resort** (2019 to 2020): messaging matrices for every guest segment and offer, 30+ vendors on multi-year brand campaigns, my first direct report, and brand shoots.
- **Content Specialist, Brand Marketing - Breckenridge Ski Resort** (2017 to 2019): content for one of North America's most visited ski resorts and the content side of its brand refresh. Led the rollout of Vail Resorts' first enterprise-wide digital asset library with the corporate DAM manager.

Vail Resorts case study

Founder and Consultant

December 2017 to present

Hello Alex Garcia LLC

- Freeride World Tour, 2024-25 to 2026-27: US PR outreach during the season, subcontracted through an agency, writing and building the pre- and post-event media emails and their templates, writing and adapting press releases for US media, and writing US athlete bios and media write-ups.
- Vail Resorts: contracted brand QA across 39+ resorts and Epic Pass partners, reviewing email, paid media, and social ads before launch.
- The Colorado Sun: contract Twitter and Instagram. Neptune Mountaineering and Ute Mountaineer: social media management and email campaigns. Studio 82: SEO-focused blog posts for rental properties and resorts.

Freeride World Tour case study

Marketing Coordinator

September 2015 to September 2017

Hotel Boulderado

Marketing for the hotel and its three restaurants and bars across digital, social, email, and events.

Skills

Brand and strategy	brand voice and guidelines, positioning, audiences, marketing strategy, campaign management
Content	creative direction, photo and video, copywriting and editing, editorial standards, press releases
Channels	email and SMS, organic and paid social, websites and SEO, digital and print ads, collateral
Marketing operations	marketing calendars, brief and review workflows, brand QA, reporting, digital asset management
Tools	Adobe Creative Cloud, Canva, Squarespace, WordPress, Shopify, Klaviyo, Mailchimp, Meta ads, Google Business Profile, ScorePlay, Asana, Monday.com, GitHub, Claude, and Claude Code

Education

B.S. Advertising, University of Colorado Boulder
B.A. Ecology and Evolutionary Biology, University of Colorado Boulder