

ALEX FERNANDEZ

Senior Marketing, CRM, Customer Growth Leader

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EXECUTIVE PROFILE

Driving Customer Growth at Scale. Customer growth and lifecycle marketing leader with 18 years of digital marketing experience across CRM, retention, acquisition, ecommerce, customer data, personalization, and cross-channel engagement. Builds scalable CRM capabilities that improve customer recognition, lifecycle performance, revenue efficiency, and enterprise go-to-market execution.

Business Impact. Proven track record building high-performing marketing organizations, scaling enterprise CRM capabilities, and delivering measurable growth through lifecycle strategy, customer segmentation, personalization, product launches, and promotional marketing.

Strategic Leadership. Recognized for transforming CRM from a promotional communications channel into a strategic business function that drives acquisition, retention, engagement, and customer lifetime value.

Talent & Organizational Development. Known for developing talent, building organizational alignment, and mobilizing cross-functional teams around shared growth priorities. Coaches team members through strengths-based ownership while creating momentum across complex organizations.

CORE COMPETENCIES

Marketing Leadership | Go-to-market Strategies | Customer Growth & Retention | CRM & Customer Lifecycle Marketing | Marketing Automation | Customer Data Strategy | E-commerce | AI Personalization | Team Leadership & Coaching | Marketing Technology Transformation | Customer Segmentation | Loyalty & Engagement Programs | Cross-Functional Executive Leadership

SOFT SKILLS

Strategic Thinking & Narrative | Organizational Influence | Cross-functional Leadership | Continuous Improvement Mindset (Kaizen) | Consensus-building & Stakeholder Alignment (Nemawashi) | Strengths-based Leadership | Talent Assessment, Development & Optimization | Operationalizing Change

RELEVANT INDUSTRY EXPERIENCE

- 10+ years leading CRM, lifecycle marketing, customer engagement, and ecommerce growth programs in high-volume specialty retail environments
- Deep experience translating customer insight into segmentation, personalization, retention, and growth strategies across diverse customer audiences
- Extensive experience supporting product launches, promotional strategy, financing programs, ecommerce campaigns, and customer lifecycle engagement for major consumer brands

PROFESSIONAL EXPERIENCE

GUITAR CENTER // MUSICIAN'S FRIEND

Senior Director of CRM | April 2024 — August 2026

- Owned enterprise CRM and lifecycle marketing strategy across email, SMS, customer data, personalization, and customer engagement for a national omnichannel specialty retailer
- Built a data-driven CRM organization that contributed to positive year-over-year company growth during a challenging retail market environment
- Directed lifecycle marketing across email, SMS, contact center, ecommerce, and retail channels to improve customer engagement across the full journey
- Increased revenue per email sent by 59% through advanced segmentation, AI-driven personalization, and customer journey optimization
- Led an identity resolution initiative that increased recognition of anonymous website visitors by 65%, expanding addressable audiences for lifecycle, personalization, and remarketing programs
- Directed Salesforce Marketing Cloud and Data 360 migration initiatives to modernize enterprise CRM, customer data activation, and journey orchestration capabilities
- Consolidated multiple third-party CRM platforms while expanding internal ownership of customer engagement, audience activation, and lifecycle marketing capabilities
- Developed CRM programs supporting 300+ retail locations nationwide
- Partnered with marketing, merchandising, ecommerce, technology, data, operations, and external teams to improve go-to-market execution and customer experience

SWEETWATER SOUND

Senior Director of Marketing Automation & CRM | February 2016 — March 2024

- Built and led one of the largest customer engagement and marketing automation programs in specialty retail, supporting customer acquisition, retention, product launches, promotional strategy, and lifecycle growth
- Grew active subscriber base from 600,000 to 3.6 million engaged customers
- Generated more than 85 million email clicks and over \$200 million in attributable ecommerce revenue while establishing company-wide lifecycle marketing and automation capabilities
- Implemented Blueshift marketing automation platform and led cross-functional adoption efforts across marketing, engineering, analytics, ecommerce, and legal teams
- Blueshift OMNIES Award — Marketing with AI (2024)
- Directed messaging strategy for more than 200 major product launches
- Led promotional strategy and customer engagement planning for a high-volume ecommerce and specialty retail business
- Created lead generation programs producing more than 350,000 annual new customer records
- Consistently delivered best-in-class engagement metrics while scaling audience growth

RICH DAD EDUCATION

Marketing Media & Social Media Manager | January 2014 — July 2015

- Managed \$12M+ annual performance marketing budget
- Directed integrated acquisition campaigns across digital and traditional channels
- Led media planning for 200+ live events annually
- Improved media efficiency while exceeding acquisition goals

EARLY DIGITAL MARKETING EXPERIENCE

2008–2013: Digital agency leadership experience across SEO, social media, content marketing, paid media, and web strategy for clients in hospitality, healthcare, nonprofit, automotive, travel and tourism, and professional services.

MARKETING TECHNOLOGY & PLATFORMS

- **CRM & CDP:** Salesforce Marketing Cloud, Salesforce Data Cloud/Data 360, Blueshift
- **Personalization & Automation:** Journey Builder, Marketing Cloud Personalization, AI Personalization, Predictive Segmentation
- **Analytics & Measurement:** Omni BI, Tableau, DOMO, Adobe Analytics, Google Analytics
- **Project Management, Productivity & Operations:** Notion, Jira, Confluence, Basecamp, Quickbase, Airtable, Figma

EDUCATION

Master of Science in Internet Marketing — Full Sail University
Orlando, Florida | October 2011

Bachelor of Science in Marketing & Advertising — Florida Gulf Coast University
Fort Myers, Florida | April 2008

Studies Abroad Program — Universidad Complutense de Madrid
Madrid, Spain | Summer 2006

ADDITIONAL EXPERIENCE

Lead Guitarist for Indy/Alt Rock Band — Horizon Arcs
Fort Wayne, Indiana | June 2016 to 2022

Private Guitar Instructor — Educators Music Store
Cape Coral, Florida | December 2002 to July 2010

Jazz Performance Scholarship — Edison State College Jazz Ensemble
Fort Myers, Florida | June 2004 to May 2006