

ALEX FERNANDEZ

Senior Marketing, CRM & Customer Growth Leader

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EXECUTIVE PROFILE

Marketing and customer growth leader with 18 years of digital marketing experience and 10+ years serving musicians, producers, engineers, educators, and creators within the musical instruments and pro audio industry. Proven track record leading CRM transformation, go-to-market initiatives, customer growth strategies, marketing automation, and cross-functional teams that drive measurable results.

CORE LEADERSHIP EXPERTISE

Marketing Leadership • CRM & Lifecycle Marketing • Go-to-Market Strategy • Customer Growth & Retention • Marketing Automation • Customer Data Strategy • E-commerce • AI Personalization • Team Leadership • Marketing Technology Transformation • Cross-Functional Leadership

PROFESSIONAL EXPERIENCE

GUITAR CENTER / MUSICIAN'S FRIEND — Senior Director of CRM (2024–Present)

- Led enterprise CRM strategy for the largest musical instrument retailer in the U.S.
- Increased recognition of anonymous website visitors by 65% through a strategic identity-resolution initiative.
- Increased revenue per email sent by 59% through segmentation, AI personalization, and journey optimization.
- Directed Salesforce Marketing Cloud and Data Cloud transformation initiatives.
- Partnered across merchandising, ecommerce, analytics, technology, and operations to improve customer growth and go-to-market execution.

SWEETWATER SOUND — Senior Director of Marketing Automation & CRM (2016–2024)

- Built and led one of the largest customer engagement and marketing automation programs in specialty retail.
- Grew engaged subscriber base from 600K to 3.6M customers.
- Generated 85M+ email clicks and \$200M+ attributable ecommerce revenue.
- Directed messaging strategy for 200+ product launches and led promotional strategy for the world's leading online MI retailer.
- Implemented Blueshift and established company-wide lifecycle marketing capabilities.

RICH DAD EDUCATION — Marketing Media & Social Media Manager (2014–2015)

- Managed \$12M+ annual marketing budget and directed integrated acquisition campaigns supporting 200+ live events annually.

MUSIC INDUSTRY & TECHNOLOGY

10+ years leading marketing organizations in musical instruments and pro audio retail • Former guitarist and instructor • Contributor to Sweetwater's Guinness World Record 'World's Largest Pedalboard' (2019)

MARKETING TECHNOLOGY & PLATFORMS

CRM & CDP

Salesforce Marketing Cloud, Salesforce Data Cloud, 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

October 2011 - Full Sail University, Orlando, Florida

Bachelor of Science in Marketing & Advertising

April 2008 - Florida Gulf Coast University, Fort Myers, Florida

Studies Abroad Program (foreign exchange student)

Summer 2006 - Universidad Complutense de Madrid, Spain