

ALEXANDRA ROJAS

DIGITAL MARKETING COMMERCE ASSOCIATE DIRECTOR



Fort Lee, NJ



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PROFILE

Results-oriented Associate Director in Digital Marketing with 7 years of experience in creating and implementing digital marketing campaigns. Seeking to leverage my expertise in marketing, data analysis, commerce-focused media strategies, and project management to drive growth and achieve measurable results.

EXPERTISE

Strategic Planning and Execution

Client Relationship Management

Team Leadership

Vendor Negotiation

Media Ocean: Prisma Experience

Campaign Planning

Billing Executions

Full Funnel Expertise

WORK EXPERIENCE

Commerce Associate Director

August 2025 - Present

Kinesso | New York, NY

- Lead eCommerce strategy and execution across multiple client accounts to drive performance and achieve team objectives.
- Oversee Direct-to-Consumer media performance across Paid Search, Programmatic, and other performance-based channels.
- Develop, present, and manage campaigns aligned with client KPIs, setting and tracking clear yearly and quarterly goals.
- Streamline internal workflows and enforce process compliance to enhance team efficiency and collaboration.
- Collaborate with Account Director to define strategic roadmaps and long-term success plans for each client.

Commerce Manager

May 2024 – August 2025

- Developed and implemented commerce-focused media strategies to drive client sales across digital and retail platforms.
- Collaborated with cross-functional teams to integrate e-commerce insights into broader marketing campaigns.
- Managed Customer Marketing Leads, Retailer Media Networks and vendor relationships and ensured alignment with client KPIs to maximize return on ad spend.
- Utilized data analytics tools to monitor campaign performance and optimize based on insights.
- Played a key role in securing additional revenue streams through innovative commerce solutions.

Investment Senior Associate

March 2021 – April 2024

Wavemaker | New York, NY

- Managed and optimized digital investment strategies to drive efficient and effective media buying across various digital channels including display, e-commerce, connected TV, streaming audio, video, and programmatic.
- Conducted thorough market research and competitor analysis to identify trends and opportunities for campaign optimization.
- Utilized data analytics and tracking tools to measure campaign performance, identify areas of improvement, and provide data-driven insights to stakeholders.

Account Manager

May 2018 – March 2020

Giovatto Agency | Paramus, NJ

- Collaborated with cross-functional teams to ensure brand consistency and alignment of marketing efforts across different channels.
- Led digital marketing projects from concept to completion, ensuring deadlines were met and deliverables exceeded client expectations.
- Utilized advanced targeting capabilities, including custom and lookalike audiences to maximize campaign effectiveness and reach the most relevant audience segments.

EDUCATION

BACHELOR OF SCIENCE

Monmouth University

2013 – 2015

BACHELOR OF SCIENCE

William Paterson University

2015 – 2017