



Lewis “Alex” Bean

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Summary: Highly dynamic and self-motivated digital native with a demonstrated track record of exceptional communication and organizational acumen. A true passion for technology fuels my drive to stay at the forefront of industry trends, with a specific enthusiasm for the ever-evolving landscape of the web and email domains. Aspiring to contribute my technical skills and expertise to a creative and innovative team, where I can make a tangible impact and continue to expand my knowledge and experience in the realms of digital marketing and product design. I bring a proactive mindset, a collaborative approach, and a deep curiosity to explore new possibilities and deliver outstanding results.

Skillset: Project Management, CMS Production, SaaS Onboarding and Technical Account Management, Email HTML/CSS Development, Digital Design, Basic technical understanding of APIs and integrations, WordPress Website Builds, SEM & SEO, Web Analytics & Reporting, UX Design, Print Media Layout & Publication, and Digital Photo/Video.

Education:

- Bachelor of Arts (BA), Political Science, [Reed College](#), Portland, OR (May, 2004)
- Continuing Education Design Track, [School of Visual Arts](#), Manhattan, NY (Summer 2007): Adobe Photoshop, Illustrator, InDesign, Dreamweaver and Digital Photography.

Recent Work Experience:

Digital Producer — [Disney Parks, Experiences and Products](https://disneyconnect.com/dpep/) (<https://disneyconnect.com/dpep/>)

Orlando, FL (May 2023 - Current)

- Digital production for Disney Signature Experiences (Aulani, Adventures by Disney, Disney Vacation Club and Golden Oaks). Managed and coordinated work requests in Jira, ensuring clear communication and scheduling of tasks for creative resources (e.g., media, seo, analytics, copy). Obtained necessary approvals through established processes, updated content management system (CMS), and ensured timely completion of requests. Followed Agile methodology to prioritize tasks and effectively communicated status and challenges in daily scrum.
- Primary Tools: Dscribe, GoPub, VSCode, Slack.

Senior Client Experience Manager — [Movable Ink](https://movableink.com/) (<https://movableink.com/>)

New York, NY (Jan. 2022 - Dec. 2022) • 1 year (remote)

- Managed high-value portfolio of 10+ accounts exceeding \$2M ARR. Drove product adoption through training, maintained client relationships, and provided technical support. Collaborated on strategy, achieved marketing goals with personalized content. Interacted with cross-functional teams. Led as Senior CX using Coherent Path AI platform post-acquisition.
- Primary Tools: Movable Ink platform, Coherent Path (Da Vinci), Slack, Zendesk, Postman, Asana, Basecamp, Adobe CS, VSCode, Airtable.

Digital Production Manager / Technical Marketing Coordinator — [flexEngage](https://www.flexengage.com/) (<https://www.flexengage.com/>)

Manager • Orlando, FL (Oct. 2018 - Jan. 2022) • 3 years 4 months (remote)

Coordinator • Orlando, FL (Oct. 2017 - Oct. 2018) • 1 years 1 months

- Managed full production cycle of rich HTML/CSS/JS digital receipts, leading a remote team of 3. Developed a modular design system and custom layouts. Collaborated with cross-functional teams and clients for project kickoffs, technical support, and QA. Integrated 3rd-party APIs and followed Agile/Scrum methodologies. Rebranded to flexEngage in 2019, acquired by Klarna in 2022.
- Primary Tools: flexEngage platform, Visual Studio Code, Handlebars, Slack, Postman, Glock Apps, MX Tools, Asana, Trello, Jira, Litmus, Bubble, Adobe CS.

Additional Work Experience:

Email Marketing Specialist / Strategist (Various VPN/CDN/Usenet Divisions)

[Stackpath](https://www.stackpath.com) (<https://www.stackpath.com>) • Winter Park, FL (Aug. 2017 - Oct. 2017) • 3 months (remote)

[Omicron Media, Inc.](http://omicronmedia.com) (<http://omicronmedia.com>) • Winter Park, FL (Feb. 2017 - Oct. 2017) • 9 months

[Highwinds](http://highwinds.com) (<http://highwinds.com>) • Winter Park, FL (Oct. 2015 – Feb. 2017) • 1 year 5 months

- Create, deliver and manage the execution of email strategy; Subscriber list creation and segmentation; Template design; Content development with sales and marketing teams; Testing and troubleshooting of HTML emails.
- Primary Tools: Sendgrid, HubSpot, MX Tools, Kickbox, Litmus, Trello, Asana, Adobe CS, Corporate CDN, VPN clients, Usenet clients.

Digital Editor / Digital Producer — [Bonnier, LLC](https://www.bonniercorp.com/) (<https://www.bonniercorp.com/>)

Editor • Winter Park, FL (Feb. 2014 – Oct. 2015) • 1 year 9 months

Producer • Winter Park, FL (Nov. 2012 – Feb. 2014) • 1 year 4 months

- Web Content Management for articles, photo galleries, videos and press releases on scubadiving.com and sportdiver.com, Build, test and schedule weekly HTML Email Newsletters to help drive traffic and promote both editorial and sales content. Testing and troubleshooting of emails and bulk-optimization of images.
- Primary Tools: Drupal CMS, Silverpop, Dreamweaver, Basecamp, Litmus, Adobe CS

Interactive Marketing Analyst — [TBC Corporation](http://www.tbccorp.com) (<http://www.tbccorp.com>)

Juno Beach, FL (Jan. 2012 – Sep. 2012) • 10 months

- Google AdWords PPC Account Management with over \$1mm monthly spend for all Tire Divisions, Graphic Design of Email Marketing, Social Media Promotions for Marketing initiatives.
- Primary Tools: Google AdWords, Adobe CS, Wildfire

Freelance Designer / Consultant — [321 Enterprise Design Studio](http://321enterprise.com) (<http://321enterprise.com>)

Winter Park, FL (Aug. 2009 – Current) • 13+ years

- WordPress Website CMS Development, E-Commerce, Graphic Design, Hosting & Domains, Print Media, SEO for client websites, Google AdWords PPC, Google Local Listings, Digital Photography, Technical Consultation.
- Primary Tools: WordPress CMS, Adobe CS, Various Marketing and Email Platforms

Digital Media Specialist and Managing Editor — [Space Coast Art Festival](http://spacecoastartfestival.com) (<http://spacecoastartfestival.com>)

Cocoa Beach, FL (May. 2009 – Current) • 13+ years

- WordPress Website CMS Development, Print Layout for annual Program Guide, Social Media, Square payment processing, Technical Consultation, Logistical Support for annual festival.
- Primary Tools: WordPress CMS, Adobe CS, Online Payments with Square, Social Media Platforms, Mailchimp

Webmaster and Graphic Designer — [The Beachside Resident Magazine](http://thebeachsideresident.com) (<http://thebeachsideresident.com>)

Cocoa Beach, FL (Jan. 2009 – Mar. 2013) • 4 years 3 months

- WordPress Website CMS Development and MySQL Database migration, Content Management, Print-Production Layout, Graphic Design, Social Media, Digital Photography and Event support.
- Primary Tools: WordPress CMS, Adobe CS

Online Marketing Coordinator — [Mercedes Homes](http://www.mercedeshomes.com) (<http://www.mercedeshomes.com>)

Melbourne, FL (Feb. 2010 – Dec. 2011) • 1 year 11 months

- Website Content Management, Metrics Reporting, Google AdWords PPC Account Management, SEO, Social Media, Email Marketing, Lead Generation, Graphic Design, Digital Photography and Video Editing.
- Primary Tools: Google AdWords, Google Analytics, Adobe CS, Google Workspace, iMovie

Director of Graphic Design — [Brevard Nightlife](http://www.brevardnightlife.com) (<http://www.brevardnightlife.com>)

Merritt island, FL (Feb. 2008 – Dec. 2008) • 11 months

- Website Development & QA, Logo/Branding Design, Printed Media, Email Marketing and Technical Consultation.
- Primary Tools: Drupal CMS, Adobe CS

Office Manager — [Wildlife Learning Center](https://www.wildlifelearningcenter.org/) (<https://www.wildlifelearningcenter.org/>)

Altadena CA (Jun. 2005 – Apr. 2007) • 1 year 10 months

- Office administration and graphic design for wildlife-education company (The Animal Guys Wildlife Education): HTML/Flash website, e-commerce, PDF form/client database, vector logo design, photos/video for advertising/web; dynamic events schedule.