

Alexis Montenegro, MBA

Growth Marketing | Marketing Operations | Revenue Systems

North Attleboro, MA • 914-844-2004

alexis.l.pollack@gmail.com • [linkedin.com/in/alexis-pollack](https://www.linkedin.com/in/alexis-pollack) • alexis-montenegro.com

Marketing leader combining growth strategy with marketing operations, CRM architecture, and business systems. Leads approximately \$2M in annual marketing investment with demonstrated results across paid acquisition, organic growth, automation, and revenue operations.

Core Expertise

Growth Marketing • Marketing Operations • Revenue Operations • CRM & MarTech • Paid Media • SEO • Lifecycle Marketing • AI & Automation • Analytics • Business Systems

Professional Experience

Director of Marketing

The Law Firm of Moumita Rahman, PLLC | January 2025 – Present

- Lead growth, marketing operations, and revenue systems while overseeing approximately **\$2M in annual marketing spend** across paid media, SEO, CRM, lifecycle marketing, analytics, and MarTech.
- Increased **qualified paid leads 188%** and **new-client acquisition 88%** after bringing paid media in-house while reducing **acquisition costs approximately 50%**.
- Increased Google Search **impressions 192%**, **organic clicks 94%**, **organic traffic 89%**, and **Top 3 keyword rankings 110%**, improving average position from **10.3 to 5.8**.
- Architected and currently administer a **55K-contact HubSpot CRM supporting ~40 users**, with **100+ workflows and 15 Zapier automations**.
- Built integrated growth and automation systems spanning lead routing, lifecycle marketing, AI, CallRail, and Zoom Contact Center; lifecycle campaigns to **~20K contacts** achieved **32% open, 5.09% click, and 15.91% click-to-open rates**.

Digital Marketing Manager

GoodLeap / GivePower | June 2022 – November 2024

- Launched GoodLeap's corporate blog, increasing **organic website traffic 82% in three months**, and implemented monday.com across Marketing, improving **campaign delivery 38%**.
- Increased GoodLeap **social engagement 99%**, **audience 637%**, and **publishing volume 502%**; subsequently delivered another **69% engagement increase and 37% audience growth in 2024**.
- Led global digital storytelling for GivePower, increasing **engagement 179%** and **audience growth 721%**, while partnering cross-functionally with Legal, Compliance, Business Development, and executive leadership.

Founder & Principal

Hype Visions, LLC | July 2021 – June 2022

- Founded and operated a digital marketing consultancy providing SEO, paid media, branding, web development, and growth strategy for small businesses.

Director of Social Media & Marketing

Performance Adjusting / Rhode Island Restoration | December 2018 – June 2022

- Generated **\$322K+ in attributable revenue** through paid media, SEO, content, PR, and traditional marketing.
- Increased **website traffic 78%** and **social audiences 1,600%+** through integrated digital growth initiatives.

Education

- MBA, Summa Cum Laude — Southern New Hampshire University, GPA 3.967
- BS, Criminal Justice — Johnson & Wales University

Select Certifications

HubSpot Marketing Hub • HubSpot Sales Hub • monday.com Advanced Workflow & Implementation • Advanced Google Analytics • Semrush Technical SEO