

Integrated Marketing & Growth Strategy Leader

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Integrated marketing and creative strategy leader with a proven track record of growing audiences, driving revenue, and leading high-impact campaigns across live entertainment, nonprofit, healthcare, financial services, and consumer brands.

CORE EXPERTISE:

Integrated Marketing • Growth Strategy • Audience Development • Brand Strategy • Paid Media • CRM & Email Marketing • Creative Direction • Digital Advertising • Social Media Strategy • SEO/SEM • Partnerships • Fundraising Campaigns •

The Katharine Hepburn Cultural Arts Center & Museum (*"The Kate"*) Marketing Director | 2025–Present

Lead integrated marketing strategy for one of Connecticut's leading nonprofit performing arts centers and museums, supporting 350+ annual live events across music, theater, comedy, film, and arts programming.

- Direct audience growth, ticket sales, and brand visibility through integrated campaigns across paid media, social, email, partnerships, web, and onsite promotions
- Increased audience engagement by 32%+ through creative optimization and targeted campaign strategy
- Manage multi-channel advertising campaigns across Meta, Google Ads, email marketing, and digital platforms
- Collaborate with artists, agencies, sponsors, and internal teams to maximize campaign reach and audience engagement
- Developed executive-level reporting dashboards and campaign performance analytics

Inspiritus (501(c)(3))

Digital Marketing & Communications Lead | 2019–2025

Led integrated marketing, communications, and digital strategy for a multistate nonprofit serving refugee, immigration, youth, disability, and disaster response communities in the South.

- Directed brand strategy, fundraising communications, donor engagement, volunteer recruitment, and digital campaigns across multiple service areas
- Increased online donations by 28% through CRM optimization, storytelling campaigns, and improved digital fundraising strategy
- Led website strategy, development, SEO, and ongoing management for multiple organizational and affiliate websites
- Built integrated communications systems connecting email marketing, social media, web content, and fundraising initiatives

Wetmore Consulting

Creative Director / Digital Strategist | 2018–2019

Provided brand strategy, audience development, and integrated marketing leadership for nonprofit, healthcare, financial, and corporate clients.

- Led go-to-market strategy and brand development for Equity National Title, overseeing digital strategy, communications,
- Increased student checking account acquisition by 45% for Chelsea Groton Bank through digital and social initiatives
- Developed awareness campaigns for Johnson & Johnson's Lung Cancer Initiative supporting new medical protocols

Lumentus Digital

Executive Creative Director | 2011–2018

Led creative strategy, branding, digital marketing, and communications initiatives for clients across healthcare, finance, technology, and consumer sectors.

- Directed creative development and digital strategy for healthcare, financial services, and technology brands
- Managed client relationships, campaign execution, creative teams, and strategic communications initiatives
- Helped organizations strengthen brand positioning, audience engagement, and digital visibility

PLATFORMS & TOOLS

Google Analytics 4 (GA4) • Google Ads • Meta Business Suite • HubSpot • Salesforce • Mailchimp • WordPress • Adobe Creative Suite • Canva • Vimeo • Asana • Wrike • CallRail • Blackbaud eTapestry • Little Green Light

[See LinkedIn for work experience prior to 2011](#)