

Alexander Bolton

DIGITAL MARKETING MANAGER

Paid Search & Social · SEO · Email/CRM · Shopify DTC · 200%+ Delivery Growth · 6.6x ROAS

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PROFESSIONAL SUMMARY

Digital marketing manager who scaled a multi-location restaurant group's delivery business past **\$2M** and **200%+** growth across DoorDash, Uber Eats, and Grubhub, with paid campaigns that returned several times what they cost. Owns strategy through execution: paid search and social, SEO, email and CRM, Shopify DTC, and analytics, plus the in-house creative to feed it all. Marketing lead since 2017 as a multi-location restaurant marketing director, CPG founder, and currently an independent consultant for an early-stage cybersecurity startup, with video production under Golden Bean Media. Comfortable owning the function end-to-end and coordinating cross-functional teams and vendors.

SELECTED RESULTS

- **\$2M+** in delivery revenue across DoorDash, Uber Eats, and Grubhub, with delivery sales up **200%+** across the restaurant chain
- **6.6x** ROAS on DoorDash sponsored-listing spend (Q4 2023); DoorDash alone did **\$823K** across **32,700** orders in 2023, with Uber Eats moving even more volume
- **10,000+** subscriber email program built from scratch, with a **3%** average CTR and **40%+** open rates
- CPG brand built from zero to nationwide DTC (Shopify) plus wholesale accounts in **eight states**

CORE SKILLS

Digital Marketing Strategy (Full-Funnel) · Campaign Management · Paid Search (Google Ads, PPC, SEM) · Paid Social (Meta Ads)

Email Marketing & CRM (Mailchimp) · Marketing Automation · Content Marketing & Copywriting · SEO & Local SEO

Marketing Analytics (Google Analytics / GA4, First-Party Data) · KPI & Performance Reporting (Excel) · Go-to-Market (GTM)

Ecommerce & DTC (Shopify) · Delivery Platform Marketing (DoorDash, Uber Eats, Grubhub) · B2B Lead Generation & Wholesale

Brand Strategy & Positioning · Multi-Location Marketing · Budget Management · Reputation Management (Google Business Profile, Yelp)

In-House Creative: Photography · Video · Graphic, Logo & Packaging Design (Adobe Photoshop, Illustrator)

CERTIFICATIONS

Google Ads Search Certification · Google Skillshop, 2026

Google Analytics Certification (GA4) · Google Skillshop, 2026

Google AI Professional Certificate (7-course program) · Google · Coursera, 2026

Stay Ahead of the AI Curve · Google · Coursera, 2026

MARKETING EXPERIENCE

Digital Marketing Consultant, Golden Bean Media · Richmond, VA

MAY 2024 – PRESENT

- Launched the full digital presence for an early-stage cybersecurity startup (Hive Mind Security) from zero, building its website and standing up its social channels while advising the founder on go-to-market strategy and brand positioning.
- Produce and direct video content, from first concept to final edit, for music and commercial clients.

Director of Marketing, Bob & Edith's Diner · Arlington, VA

JUL 2021 – APR 2024

- Grew delivery sales **200%+** across DoorDash, Uber Eats, and Grubhub through paid campaigns and hands-on platform management, hitting **6.6x** ROAS on DoorDash sponsored-listing spend in Q4 2023 and **5.6x** ROAS on **\$93K+** in promotional sales that drove **2,000+** new customers the same quarter.
- Scaled the three platforms to over **\$2M** in combined delivery sales; DoorDash alone reached **\$823K** across **32,700** orders in 2023, and Uber Eats did more volume still.
- Negotiated a DoorDash partnership that rebuilt the company website at no cost (**\$15K** avoided) and brought online ordering in-house, capturing first-party analytics that fed campaign targeting.

- Owned marketing strategy, budget management, and campaign execution across every channel on an ad budget up to **\$20K/month (~\$240K annually)**, and co-led the seven-location Micros-to-Toast POS rollout, coordinating store managers and vendors.
- Built the company's first email marketing program, growing a Mailchimp list from zero to **10,000+** subscribers with a **3%** average click-through rate (well above the ~1% restaurant benchmark, and 6–7% on the best campaigns) and open rates that climbed past **40%**. Also ran all organic Facebook and Instagram content and personally answered every Google Business Profile and Yelp review.
- Led launch marketing as the chain grew from **five to seven** locations, opening Old Town and Manassas with zip-code direct-mail campaigns, and produced every marketing asset in-house: photography, video, menus, print, and promotional merchandise.

Founder & Brand Owner, Honestly Smoked Beef Jerky · Richmond, VA

APR 2017 – JUL 2021

- Built a consumer packaged goods (CPG) brand from zero: name, logo, packaging, and multiple design generations.
- Built and ran the full DTC ecommerce channel, launched on Wix then migrated to Shopify, driving SEO, Google Ads, social, and Google Analytics with in-house fulfillment to all 50 states and internationally, plus a recurring-subscription base.
- Generated and closed B2B wholesale leads with grocery and convenience chains across eight states, expanding the brand from DTC into brick-and-mortar retail.
- Stood up a USDA-inspected production facility on a local farm, then sourced and onboarded a co-packer to scale production while protecting recipe and quality.

ADDITIONAL EXPERIENCE

Technical Director, WTVR CBS 6 · Richmond, VA

FEB 2016 – JAN 2022

- Directed live newscasts (4:30/5/6 AM) and the talk show *Virginia This Morning* as sole technical operator, and collaborated with the station's marketing team on in-house commercial production.

Shift Lead, Starbucks · Richmond, VA

JUN 2025 – PRESENT

- Concurrent with the consulting practice above; supervise a shift team of about 15 partners across cash handling, inventory, and training.

EDUCATION

Bachelor of Science (B.S.), Business Administration & Entrepreneurship · Virginia Commonwealth University, Richmond, VA · May 2014