

ALEJANDRO VELANDIA

Marketing | Branding | Management

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LinkedIn

SUMMARY

I enjoy solving problems, with my career starting in graphic design it naturally came in the form of visual identities. With the last eight years in B2B sales and in particular the last five years in B2B SaaS marketing, serving the automotive industry, there was a continual need of solving the problems of serving customers effectively and efficiently. There are few industries as competitive as software in the automotive space. It took measurable results and discipline to expand brand reputation aiding in my overall goal, more sales at a lower cost.

SKILLS

Marketing Strategy, A.I. Utilization, Digital Marketing, Bi-lingual, Brand Development, GTM Project Management, Content Strategy, Budget Management, Market Research, Adobe Suite, Microsoft Office, ROI Analysis, Team Leadership

EXPERIENCE

2020 - Present

Dallas, Texas

Senior Marketing & Design Manager

TRADEPENDING

- Developed cross-platform content strategy to drive brand awareness utilizing YouTube, LinkedIn, and TikTok.
- Developed easy-to-use marketing playbook with videos for customers enabling better usage of products to the benefit of the dealership and our attrition.
- Managed a team of internal and external resources for content and asset development ensuring on time and under budget development.
- Managed GTM for two external products, with multiple departments and stake holders, both products still serve customers today.

2017 - 2020

Orlando, Florida

Art Director

HTH Inc.

- Managed online sales and ordering exceeding \$300k, annually. Implemented order process reducing WIP time and print errors.
- Designed and product managed new car topper for Fortune 1000 company, including decals and electrical system.

2014-2016

Orlando, Florida

Graphic Designer

I-CON SYSTEMS

- Product photography and editing. Animated product videos using After Effects. Created and maintained product catalog and sales enablement materials.
- Designed and product managed new car topper for Fortune 1000 company, including decals and electrical system.

HIGHLIGHTS

2025 MarketingProfs B2B Conference *Invited Speaker*
"We Bet Big on Video and It's Finally Paying Off"

2025 THEE Conference *Invited Speaker*
"What Formula 1, Mall Chinese Food, and Your Dealership Have In Common"

EDUCATION

Ongoing

Anticipated Completion 2027

M.B.A. Marketing and Strategic Focus
University of North Texas

Graduated

2014

B.F.A. Graphic Design
University of Central Florida