

# ALEJANDRA RODRIGUEZ BOUGHTON

 Austin, TX

## HELLO!

Hi, I'm Alejandra. Throughout my career I've been a successful banker, farmer, entrepreneur, marketer.

Peers describe me as high-energy & driven. I excel at building relationships and developing high-performing teams.

My "superpowers" are strategic thinking and contagious passion.

Favorite accomplishments: i) advancing the career of others, ii) 5-years of double-digit portfolio growth in investment banking, iii) starting a business & growing it for 5-years.

## EDUCATION

**UT Austin, McCombs School of Business**

2012 - 2014 | MBA

**Monterrey Institute of Technology**

2002-2006 | Bachelors in Economics

## ABOUT ME

**Hometown:** Monterrey, Mexico

**Languages:** English, Spanish, French

**Fun Fact:** Experienced 150+ concerts

**Passions:** Yoga, F1, hiking

## CONTACT

 512-574-5102

 alebo84@gmail.com

 [www.linkedin.com/in/aleboughton/](http://www.linkedin.com/in/aleboughton/)

 [www.instagram.com/laflacaatx/](http://www.instagram.com/laflacaatx/)

## SKILLS

Strategic Planning	<div><div></div></div>
Communications	<div><div></div></div>
Financial Modeling	<div><div></div></div>
Management	<div><div></div></div>
Business Development	<div><div></div></div>
Content Marketing	<div><div></div></div>

## ACCOMPLISHMENTS

**2021    Marketing Director**  
**Austin Capital Bank**

- Led multi-channel marketing for two product launches resulting in 12% sales growth on Q2.
- Recruited, trained, & developed high-performing marketing team resulting in a 32%+ CA through organic search & social in Q2.
- Optimized ROAS by focusing on channels with higher LTV leads and lower CAC.

## HONORS-AWARDS

### Culinary Innovation Grant

2017 | Austin Food & Wine Alliance

### Social Impact Grant

2016 | UnLtd USA

### 1st Place 21st ACG Texas Cup

2013 | Association for Corporate Growth

### 1st Place 21st Texas Finance Challenge

2013 | McCombs School of Business

### Fellowship in Finance

2013 | James A. Elkins, III Endowed

Presidential Scholarship

### Women in Business Scholarship

2012 | Forté Fellows

## TOOLS & TECH

### Productivity

Canva, Excel (Advanced), Google Docs, Office, Slack, Teams

### Project Management

Asana, Basecamp, Confluence, JIRA, Monday, Trello

### Marketing

ahrefs, Constant Contact, Facebook Ads, Facebook Business Manager, Google Ads, Google Tag Manager, Google Analytics, Google Data Studio, Google Search Console, Hootsuite, iContact, Mail Chimp, Sendgrid, Salesforce Marketing Cloud, Microsoft Ads, Referral Rock, TUNE, Wordpress, WPEngine

## ACCOMPLISHMENTS

### 2020 - Founder/ CEO

#### 2015 LA FLACA

- Envisioned, launched, & lead Austin's #1 sustainable farm recognized among top local chefs for edible flowers, rare herbs, hot peppers.
- Fundraised \$150K, including \$30K in grants from Austin Food & Wine Alliance, UnLtd USA, American Farmland Trust.
- Drove operational excellence by establishing processes, systems, and controls resulting in ~12% YoY cost savings from 2016-19.

### 2014 - Business Intelligence Consultant

#### 2013 CompassLearning

- Performed in-depth financial analysis, analyzed large data sets, and created data visualizations providing key business insights.
- Designed GTM strategy for international markets—sizing, product-market fit, pricing, positioning.

### 2012 - Associate Director

#### 2011 Banorte

- Doubled loan portfolio to \$460M in 6-months by developing new clients and structuring deals optimized for client's needs.
- Served as SME in structured finance deals, REITs, complex financial models.
- Led negotiations for \$200M in deals spanning syndicated loans, REITs, M&A, large CAPEX projects, resulting in \$7M in paid closing fees.

### 2011 - Relationship Manager

#### 2006 Banorte

- Account executive for \$500M loan portfolio with 100% client satisfaction.
- Led business development efforts, provided financial and operational strategies, and maximized profitability of assigned portfolio.
- Recruited talent from top universities by designing new recruiting process adopted department-wide, resulting in 8 new hires.