Alejandro Ferreyros

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Summary

Creative technologist with over 10 years of experience leading teams through complex projects and process changes. Visionary and strategic leader focused on growth, execution, and results that align with business goals. Advocate and driver of creativity, streamlining processes, and getting things done.

Skills

Team Management & Leadership, Cross-Functional Team Communications & Collaborations, Prioritization & Workload Balance, Data-Driven & Results-Oriented, Strategy and Execution, Creative Strategy, Art Direction, Branding, DesignOps, Web Design, UX/UI Design, Wireframing, Agile Methodologies, DevOps

Bilingual: Spanish, English

Experience

Fortra – *Director, Web Marketing*

2025 - PRESENT

Own and lead the web function as a strategic driver of growth, performance, and brand impact. Oversee all aspects of the web experience, including design, development, SEO, content, and analytics, ensuring the site is fast, scalable, secure, and conversion-optimized. Define and execute a comprehensive web strategy that aligns with business objectives – accelerating the buyer journey, increasing pipeline, and optimizing revenue performance.

Drive cross-functional collaboration with product marketing, design, and marketing operations to deliver a cohesive and high-performing digital presence. Lead complex web initiatives, including CMS migrations, content positioning, and infrastructure improvements to enhance performance, scalability, and user experience. Use data-driven decision-making to uncover opportunities for growth, efficiency, and innovation.

Manage a high-impact team of web marketers and developers, fostering a culture of creativity, accountability, and continuous improvement. Own web marketing budgets, timelines, and resource planning to ensure strategic execution at scale. Monitor KPIs, metrics, and analytics tools to assess the effectiveness of web marketing initiatives and inform future strategies, driving continuous growth and optimization.

Fortra – *Sr. Manager, Web Development*

2024 - 2025

Led a team of developers to build, secure, and maintain multi-site environments and web platforms for Fortra and its brands. Set the vision, priority, strategy, and execution for security, performance, and usability initiatives aligning with business goals. Cultivated a culture of learning and growth within the team. Collaborated cross-functionally with product line and web performance teams to drive business growth. Managed agency relationships, contracts, and project assignments.

Key Contributions:

- Improved developer workflows by implementing task statuses aligned with day to day operations, achieving higher visibility for stakeholders
- Part of the 2025 web strategy planning sessions, including migration schedules and localization, which took place in Eden Prairie
- Oversaw the design and development of key fortra.com pages - working with stakeholders and receiving approvals from the CMO and CEO

Fortra – *Manager, Design*
2022 - 2024

Managed a globally distributed team overseeing the design activities and needs of our data security and infrastructure protection brands and solutions with a hands-on leadership approach. Created and improved design programs and processes to align with business goals. Led the creation of the marketing design system *(Delta Design System)*, working closely with teams across the organization to implement and maintain it. Established the Web Design Center of Excellence. Advocate for design thinking and creative strategy as they relate back to business goals and objectives.

Key Contributions:

- Provided leadership and vision through the rebranding of HelpSystems to Fortra
- Rebranded 500+ landing pages and 1500+ automated emails in HubSpot using APIs, vendors, and internal resources - made a complex problem simple
- Developed brand guidelines and processes used across the entire organization
- Instrumental in conceptualizing technical details into visual assets as part of new product launches – ie. Cloud Email Protection, Fortra™ Platform
- Northstar Design System council member – liaison between product and marketing

PhishLabs – *Web & Creative Lead*
2020 - 2022

Developed, owned, and executed the creative roadmap and vision while prioritizing business goals and objectives. Led branding efforts by creating and maintaining design guidelines and foundational libraries for our design system. Provided creative decision-making, leadership, and support across various marketing functions. Led teams of external designers and developers working on complex projects. Advocate of creative thinking and problem-solving through thoughtful design.

Acquired by Fortra.

Key Contributions

- Owned all agency relationships including procurement, workload, and prioritization
- Owned the web tech stack, including the CMS, HubSpot, analytics tools, performance tools, multi-dev environments, and integrations
- Prioritized and executed on key redesign projects resulting in higher conversion rates

Freelance – *Creative Director*

2013 - 2020

Led teams of videographers, photographers, designers and developers through complex projects. Strengthened brand awareness for client companies to maximize visibility and exposure. Helped strategize and implement marketing campaigns, whether via print or digital, to build their brand.

Key Contributions

- Implemented marketing strategies resulting in 300%, 150%, 100% Y-o-Y gross income increases for a local retailer.
- Effectively guided a national heavy civil client through process improvements resulting in 25% cost savings on a $1.2M project.
- Appointed as Art Director for a lifestyle magazine, leading all aspects of design, styles and advertisement