Alberto De La Cruz

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Marketing Director

SUMMARY

Bilingual (English/Spanish) marketing leader who owns acquisition and retention strategy across the DFW and Austin markets, with a team, $100K+ per month in media spend, and a portfolio of five brands. Grew app daily active users 1,533%, built a 100,000+ member community, secured a World Series of Poker partnership with record-breaking attendance, and launched a flagship location with an 82% repeat-customer rate. Brings a research and design background (UX research, service design) and uses AI tools (Claude Code, Codex) to automate funnel and content work.

EXPERIENCE

Texas Card House · 02/2024 – Present

Senior Marketing Manager · 04/2026 – Present

- Promoted to lead acquisition and retention strategy across the DFW and Austin markets, owning people, budget, and a portfolio of brands (Texas Card House, TCH Social, TCH Rewards, Hijack Poker, Trailblazer Poker Tour).
- Manage $100K+ per month in media spend, allocating budget across out-of-home, paid social, influencer, and in-app channels optimized for customer acquisition and member retention.
- Grew the community to 100,000+ engaged contacts through integrated email marketing, social media, and partnership strategies.
- Drove peak acquisition of up to 90 new users per day through integrated paid and organic campaigns.
- Secured a partnership with the World Series of Poker (WSOP) and hosted two WSOP Circuit stops in 2026, including one that broke attendance records.
- Use AI tools (Claude Code and Codex) to automate marketing work, including moving leads through the marketing funnel and keeping content up to date.
- Manage a team of 2 marketers, setting goals, directing creative, and coaching on campaign strategy and execution.

Marketing Manager · 02/2024 – 04/2026

- Led multi-channel go-to-market strategy for the Hijack Poker app from inception, driving a 1,533% increase in daily active users (3 to 49 users/day) through November 2025 while directing $20K+ ad budgets within profitability targets.
- Executed a $100K freeroll campaign with record-breaking participation: 892 qualified players, a 74% increase in daily signups, and 167% return on advertising spend.
- Partnered with product through user-journey and feature-requirement workshops that shaped the Hijack Poker roadmap and drove a 5% engagement improvement in the first quarter post-launch.
- Directed platform improvements that reduced player abandonment by 3% and increased average session duration by 8% through streamlined user flows.
- Led end-to-end design and go-to-market for the TCH Rewards loyalty program, building the tier structure from competitive analysis and player behavior data.
- Established TCH Social as a distinct premium sub-brand through a visual identity, messaging framework, and content strategy.

LevelUp Companies · 09/2023 – 02/2024

Service Designer & MarTech

- Implemented a new marketing technology stack (website CMS, automation platform, HubSpot CRM), enabling efficient content production, twice-weekly email deployment, and centralized campaign data.
- Optimized email nurture campaigns to a 54% open rate and 15% higher CTR than industry benchmarks through customer journey mapping, personalized content, and A/B testing.
- Ran client workshops to share customer research and develop product messaging tailored to funnel stage, directly influencing pipeline growth.

- Managed marketing services vendors, including advertising agencies, analysts, and content producers, holding them to brand guidelines and timelines.

H-E-B Digital · 05/2023 – 08/2023

UX Research Intern

- Analyzed user behavior metrics to uncover patterns that informed product development and marketing decisions.
- Facilitated moderated and unmoderated user research on the website and mobile apps, informing user experience improvements.

Freelance · 01/2019 – 05/2023

UX Designer, App Developer & Graphic Designer

- Developed web and mobile applications to solve business needs, increasing efficiency and reducing turnover by 9.52%.
- Delivered end-to-end UX design for startups, mid-size companies, and enterprise clients, including e-commerce and custom review management systems.
- Improved UI design and development efficiency by 25% in six months by implementing Agile development processes.

Sweetwater Hot Tubz · San Antonio, TX · 05/2018 – 05/2023

Marketing Manager

- Created and optimized PPC ads across multiple platforms, cutting CPC by 22% and raising CTR by 396%, which drove a 64% lift in conversion rate for lead generation campaigns.
- Spearheaded development of the quarterly and yearly marketing plans.

SKILLS

Growth & Marketing: Go-to-Market Strategy, Customer Acquisition, Customer Retention, Brand Strategy, Loyalty Programs, Community (User Engagement), Content Marketing, Email Marketing, Paid Media / PPC, SEO, Copywriting, Partnership Development

Experimentation & Analytics: A/B Testing, Data Analysis, Google Analytics, Usability Testing

Leadership: Budget Management, Vendor & Contractor Management, Team Leadership, Cross-Functional Collaboration

AI & Technical: Claude Code, Codex, Marketing Automation, HubSpot CRM, HTML, CSS, JavaScript, Python, Git, GitHub

EDUCATION

B.S. Political Communication, Business Minor (McCombs School of Business), The University of Texas at Austin · Austin, TX

CERTIFICATIONS

HubSpot Marketing Software Certification (HubSpot) · Google Analytics (Google) · SEO Certification (Semrush)

LANGUAGES

English (native) · Spanish (professional working proficiency)