

Alex Novick

Content, Brand & Digital Strategy

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LinkedIn

EXPLORE MY
PORTFOLIO



Content and digital strategy leader with 18 years across tech startups, consumer businesses, and global media. Built NBA.com's international team, led Argo AI's content marketing, and founded HomeDog. Connects web strategy, SEO, content governance, and conversion to audience needs and business goals.

CORE EXPERTISE

Web strategy and architecture | Content marketing strategy | Content operations | Team leadership | Editorial governance | SEO & GEO | AI Search Visibility | Brand development | Writing and editing | Executive communications | Conversion strategy

PROFESSIONAL EXPERIENCE

Independent Consulting

Brand and Content Marketing Consultant | 2020 to Present

- Led Hancock Processing's financial services website rebuild: architecture, service copy, landing pages, FAQs, Wix design, analytics, conversion paths, and search setup.
- Develop search engine optimization (SEO) and generative engine optimization (GEO) strategies: identify audience questions, assess brand representation in AI answers, and structure content for visibility and accurate attribution.
- Use GA4 and search tools to prioritize high-entry pages, content refreshes, and stronger conversion paths.

HomeDog

Founder and CEO | Head of Content and Brand | 2024 to 2026

- Founded and operated a membership business combining dog daycare, coworking, events, and nonprofit partnerships. Owned strategy, fundraising, and operations.
- Built brand voice, publishing systems, and web, email, social, SEO, video, press, and event content. Set standards for staff and partners to deliver a consistent customer experience.
- Developed investor materials and reporting; managed budgeting, forecasting, pricing, and cash flow through launch and growth.
- Hired, trained, and managed staff; established standard operating procedures (SOPs) for scheduling, vendors, and events.

NBA.com / The Sporting News

Head of International Content and Multimedia | 2016 to 2024

- Built NBA.com's international content operation; recruited and led 20+ writers, editors, and producers across eight markets. Operationalized editorial standards, calendars, and performance workflows.
- Directed web, social, newsletters, branded and affiliate content, and documentaries with product, analytics, design, commercial teams, and outside brands.
- Grew organic search audiences 400% over 3+ years through localized coverage, SEO, data analysis, and content optimization.

EDUCATION & TOOLS

Master of Arts in Journalism | Hofstra University
Bachelor of Arts in Communication | University of Pittsburgh

Google Analytics (GA4) | Search Console | Ahrefs | Semrush | HubSpot | Mailchimp | Adobe Suite | Canva | Wix



PROFESSIONAL EXPERIENCE (CONTINUED)

Baliston Footwear

Content Marketing and Brand Consultant | 2022 to 2023

- Built the brand voice and content engine for a sustainable wearable-tech startup with footwear co-designed with Philippe Starck.
- Wrote and edited articles explaining gait analysis, walking biometrics, wearable technology, and sustainable design to build consumer understanding and trust.
- Coordinated web, thought leadership, video, social, SEO, PR, and fundraising content with founders, technical experts, Starck's team, and agencies for consumers, press, partners, and investors.

Argo AI

Head of Content Marketing and SEO | 2021 to 2022

- Led editorial strategy and publishing across the corporate blog, newsletter, LinkedIn, social, and YouTube for the Ford- and Volkswagen-backed autonomous vehicle company.
- Interviewed engineers and ghostwrote for executives, explaining machine learning, sensors, safety, and deployment capabilities and limits to partners, policymakers, investors, recruits, and the public.
- Developed Lyft and Walmart partnership stories; managed internal writers and Epic Digital across research, assignments, editing, distribution, and performance analysis.
- Established technical, PR, and legal review workflows with communications and external affairs. Grew site users 130% and search impressions 300%+ in 12 months.

ESPN

Associate Manager | Stats and Information Group | 2014 to 2016

- Managed five direct reports and helped direct 100+ researchers and analysts for television and digital, including recruiting, hiring, and training.
- Used statistical analysis and editorial judgment to develop clear stories and concepts for editorial and commercial teams.

Foot Locker

Digital Content Consultant | 2020 to 2021

- Redesigned CRM, e-commerce, and product-launch content workflows for a third-party copy team. Coached writers and aligned reviews, deadlines, and brand voice across internal staff and a production team in India.

The Topps Company

Associate Brand Manager | NFL and MLB | 2010 to 2014

- Developed and marketed trading cards: concepts, budgets, athlete partnerships, photography, autographs, and memorabilia. Supported promotions and sponsorships with the Arizona Fall League and Baseball Factory.

MLB Advanced Media | Writer, MLB.com | 2009

NBC Sports Digital | Writer, Rotoworld.com | 2008

PRESS, AWARDS AND CONTENT

[303 Magazine's HomeDog Feature](#)

[5280 Magazine's Top of the Town Award](#)

[Inside Jamaica's Nonprofit Basketball Camp](#)

[Alex's Tour of HomeDog](#)