

J Alexander Farrar

Marketing Director · Brand-Led Growth, Go-to-Market & Demand Generation

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Summary

Marketing leader and four-time founder with 15 years of building brands and the demand behind them, across B2C, B2B, and nonprofit. I set positioning, build the marketing engine from zero, and tie programs to pipeline and revenue. At WOSH I led national brand and marketing for an on-demand service in Los Angeles and Miami and helped scale it into properties managed by Greystar, Related, and Brookfield. At AUSSIE GOT IT I built residential and commercial go-to-market across three cities. I lead lean teams and outside partners, and I use automation and AI to do more with less.

Core Strengths

- **Positioning and brand strategy:** defining what a company stands for and turning it into a clear, differentiated story.
- **Go-to-market and demand generation:** paid media (Meta, Google Ads, Google LSA), direct mail, content, and partner programs built around measurable funnels.
- **B2B and partnership marketing:** property-management partnerships, co-branded campaigns, referral networks, and chamber and industry channels.
- **Events and experiential:** trade show programs, networking events, and live programming that create pipeline.
- **Marketing operations:** CRM and automation (GoHighLevel, ClickUp), KPI dashboards, and plans adjusted against performance data.
- **Team and partner leadership:** lean internal teams plus agencies, designers, photographers, and production partners.

Key Results

- Lifted trade show engagement and lead conversion **65% year over year** by redesigning WOSH's exhibit program.

- Helped scale WOSH into partner residential properties managed by **Greystar, Related, Brookfield Properties, Holland Residential, and Sares Regis Group**.
- Built AUSSIE GOT IT from zero into a **three-division** residential and commercial business across Las Vegas, Henderson, and Summerlin, drawing **private equity interest**.
- Launched the **Instant Estimator** lead funnel: an online quote tool backed by Meta and Google LSA campaigns.
- Created national awareness campaigns for PYP Foundation that **reached members of Congress** and earned an endorsement from Congressman Mark Takano.

Experience

Founder & Director of Service — AUSSIE GOT IT · Las Vegas, NV · Oct 2023–Present

Eco-luxury property care brand serving residential and commercial clients; NGLCC Certified, minority owned.

- Set positioning and built the go-to-market from zero, growing into three divisions across Las Vegas, Henderson, and Summerlin.
- Built the commercial pipeline through property managers, realtors, and referral partners in NGLCC, GLCC Nevada, and NAHREP.
- Launched the Instant Estimator funnel and ran Meta and Google LSA campaigns driving traffic to it.
- Ran EDDM direct-mail campaigns and produced sell sheets, capabilities statements, and the Aussie Gazette blog.
- Built automated lead response, booking, and onboarding journeys in GoHighLevel and ClickUp.
- Built the Aussie Collective, a co-branded network of local service brands marketed under one umbrella.

Creative Director — MNO (Music Network One), Las Vegas Chapter · Oct 2025–Present

- Lead chapter marketing: weekly social calendar, member features, and visitor acquisition campaigns.
- Created Meet and Eat, a B2B networking event brand, and direct the chapter's event program.
- Administer Vegas Business Networking and The Las Vegas B2B Network, the Facebook communities the chapter recruits from.

Brand Coach & On-Air Host — FashionGo (NHN Global) · Contract · Los Angeles, CA · Jul 2021–Jul 2023

The No. 1 online B2B fashion marketplace, connecting wholesale vendors with retail buyers.

- Hosted 20+ live-streamed wholesale shows marketing vendor collections to retail buyers, starting with the pilot that became FashionGo LIVE.
- Developed promotional concepts, including pricing strategy, product placement, and buyer-targeted messaging.
- Coached brands on social media, e-commerce listings, and web content; trialed FashionGo's dropship platform as an early seller.

Founder — Shoppe Justcause · Jul 2020–Jul 2024

- Founded a cause-marketing social enterprise and built retail and brand partnerships integrating it into their e-commerce platforms.
- Ran brand, website, social, and influencer campaigns; produced the Shoppe Sundays live shopping show with Hulu ad placement.
- Ran operations, budget, hiring, and vendor relationships.

Co-Founder & Director of Marketing — WOSH · Los Angeles, CA & Miami, FL · Jul 2014–Mar 2020

SaaS-based, on-demand waterless car wash service with 30–35 employees.

- Led national brand and marketing strategy across online and offline channels, from concept to execution.
- Helped scale into partner residential properties managed by Greystar, Related, Brookfield Properties, and others.
- Led the trade show and exhibit program, lifting engagement and conversion 65%.
- Built marketing for the mobile apps and web, and ran co-branded social and digital campaigns with partner clients.
- Partnered with sales and design on KPI-based programs, adjusting strategy against performance data.

Director of Marketing & Business Development — PYP Foundation · Contract via FAIR RODGER (my ad agency) · Los Angeles, CA · Dec 2011–Dec 2014

- Led national awareness campaigns for a 501(c)(3): HIV Ends With Me Because, Break the Silence, and BuddyPlus.

- Built the brand and launch for BuddyPlus, a national 24/7 mentor hotline endorsed by Congressman Mark Takano.
- Led strategy and business development across FAIR RODGER's multi-industry clients; partnered with Social Driver on execution.

Recognition, Tools & Education

- Featured in Wellness Magazine (2026); NGLCC Certified business owner, Nevada PROUD by NGLCC, Cohort 1; member of GLCC Nevada and NAHREP.
- **Tools:** Meta Ads Manager, Google Ads, Google LSA, GoHighLevel, ClickUp, WordPress, Mailchimp, Google Analytics, Adobe Creative Cloud, Microsoft Office, Google Workspace, generative AI tools.
- **Education:** Brooks College, Bachelor of Science in Multimedia, Long Beach, CA, 2001.