Alex Frias

Co-Founder and President at Track Marketing Group
New York, NY, US

Co-Founder and President, Track Marketing Group

Biography

Alex Frias is co-founder and president of Track Marketing Group, an award winning integrated brand experience agency that provides brand solutions that blend live event experiences and social conversations to create cultural movements with today's total market consumer.

Alex has spent the last decade blending Fortune 500 brands with culture programming and has activated campaigns for category leaders including PepsiCo, Heineken, Diageo, Kraft Foods, BACARDI, and Billboard Magazine.

Alex's career has seen him spend time at numerous intersections of the entertainment industry including Atlantic Records, Jive Records, Clear Channel Radio, Katz Media Group and overseeing day-to-day operations for digital web properties Clubplanet.com and NewYears.com.

Alex is a published writer and has been featured as an industry insider for both local and national media, offering insight into the convergence of digital media, branded entertainment, hospitality and multicultural marketing in Forbes, Fast Company, Inc. Magazine, BizBash, Adweek, Billboard Magazine, and NPR Radio.

Alex is often asked to comment on the latest trends in pop culture and digital media and has spoken at institutions, business conferences and panels including New York University, AARP National Event & Expo, Influencer Conference, and Event Tech.

Alex's entrepreneur roots began an an early age starting his own newsletter focused on the video gaming industry at 11 years old. Raised, schooled, and currently residing in New York City, Alex is a rabid New York Mets fan and a pop culture and digital sponge.

Specialties: Brand Strategy + Marketing
Digital + Social Media Expertise - strategy and implementation
Hispanic + Multiethnic Marketing
Experiential Marketing + Sponsorship Activation
Music + Entertainment Marketing
Nightlife + Influencer Expertise - strategy and activation
New Business Development

Availability

Keynote, Moderator, Panelist, Workshop, Host/MC, Corporate Training

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Industry Expertise

Advertising/Marketing, Social Media, Events Services

Areas of Expertise

Experiential Marketing, Hispanic Marketing, Influencer, Brand Experience, Nightlife Marketing, Music Marketing, Social Media

Affiliations

Young Entrepreneur Council

Sample Talks

How to Leverage The Power of Snapchat

The social platform that was once home to racy texts and lurid photos has grown up and now attracts more than 100 million monthly users. Brands are getting in on the act, too. Sit in and find out who's doing what, what's working and how to leverage the unique qualities Snapchat has to offer marketers (hint: exclusivity, buzz building and access to millennials are just a few of the ways brands can kill it with this platform. Learn the mistakes to avoid and walkaway with a checklist of how to make this disappearing photo messaging platform a part of your strategy.

How to Create an Ownable Branded Music Experience

Brands have been borrowing the caché of cool from music for years. But today's event marketers are working in an environment where consumers are more tuned in than the brands that target them. Learn how to create integrated, ownable branded music experiences using the touch points of live, digital, social, mobile and technology. Get key insights on how to map out a music-based strategy that gets your brand on the playlist-wherever and whenever fans are listening.

Committing to Instagram: Top Tips, Trends, Uses

Real-time photo feeds are the signature of this platform, where cool photo filters and clever hashtags can turn a simple snapshot into a social sensation. Find out how to translate all of your event's visual assets into compelling Instagram posts. Learn how to integrate photo feeds at events. And get a list of content do's and don'ts that will help you boost your brand's social currency where a picture's worth 200,000 words.

Event Appearances

Committing to Instagram: Top Tips, Trends, Uses
EVENTtech

Please click here to view the full profile.

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