

Alex E. S. Reed

Media & Graphic Designer | Marketer & User Experience Coordinator | Jane of all Trades

EXPERIENCE

<p>ExP Realty of California Inc June 2019 - Present</p>	<p>Marketing Coordinator Collaborated with a staff of administrators to plan, design and implement the B2C marketing of a growing real estate team. This included:</p> <ul style="list-style-type: none"> • Conducting housing and consumer market research • Planning and development of promotional print and social campaigns through CMS, leading to a near 200% growth in social presence in the first 6 months • Identification of target audiences and ideal user experience • Evaluation of social ad performance against competitor and financial metrics leading to a 22% reduction in spend while still maintaining lead flow standards.
<p>The Andy Warhol Museum June - December 2018</p>	<p>Digital Engagement Assistant Assisted the Digital Engagement Manager to facilitate the launch and maintenance of various iOS and web-based projects, namely, the Out Loud modular audio tour. Additional tasks consisted of:</p> <ul style="list-style-type: none"> • Cross departmental communications, project facilitation and time management • Assisting with the creation and management of user-friendly, interactive display solutions. • Implementation of customer service and feedback management systems, successfully raising customer satisfaction score from 64 points to 86 points out of 100 • Strategic creation of digital ad campaigns with 80% projected engagement threshold
<p>WorldStage Inc. May - June 2018</p>	<p>Freelance Utility Contracted as event staff and production manager assistant, using company software to plan the delegation of people, funds, and equipment to a variety of shows during the high season (150-200 events produced). Staffed and managed install, run and strike of events including outdoor concerts and gala's in the Metropolitan Pavilion.</p>
<p>Freelance - Design January 2014 - Present</p>	<p>Media Designer & Content Manager Creates materials to convey messages in an effective and visually pleasing manner for a variety of clientele. Utilizing mainly Adobe Suite, my works include</p> <ul style="list-style-type: none"> • Web pages and sales funnels (Wordpress, Squarespace, ClickFunnels and HTML) • Print and mail materials such as brochures, booklets, and signage • Digital materials such as annual reports, metrics tracking in Excel, logos, copy editing and writing social media and blog posts • Short and long format video promotional advertising and broadcasting
<p>Freelance - Management January 2014 - Present</p>	<p>Production & Administrative Assistant Handles a wide breadth of administrative and operational duties such as:</p> <ul style="list-style-type: none"> • Contracting as a project manager, social media manager and location scout. • Providing market and consumer research, B2B marketing and contract review services • Organizing files, creating correspondence, preparing reports and documents • Serving as an initial point of contact in consumer and vendor facing settings.

SKILLS

Adobe Suite Photoshop, Illustrator, Premiere Pro

Creative Content Development

Marketing, Research & UX

Microsoft Office Word, Excel, Powerpoint

WebDev HTML, CSS, JavaScript, Sales Funnels

Project Management

EDUCATION

Carnegie Mellon University
BFA Video Media Design
Minor Media Design
Minor Creative Computing

OUTREACH

Highland Ambassador

Survivor Support Network

