

ALEX JACKSON

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OBJECTIVE

To work for a Media/Tech company that shares the same values of embracing a creative culture and diversity, and provides an environment to learn, build and collaborate, utilizing my business skills and creative passions.

EDUCATION

- Metropolitan College of New York, New York, NY
MBA (Master of Business Administration) in Media Management May 2016
- Old Dominion University, Norfolk, VA
BS (Bachelor Science) in Psychology Film and Video Studies Spring 2012

Photography/Digital Portfolio: www.behance.net/alexjackson1

Founded, Trademarked & Developed: **Diversal.co** – a content-publishing platform and music composition service for artists and entrepreneurs, designed to create a productive & collaborative online experience.

SUMMARY OF QUALIFICATIONS

A creative & goal-oriented Media Management graduate, with a passion in problem-solving & creative project development;

- Adept at Sales, Customer Service, CRM, Internet Sales, Data Entry, Talent Search*
- Skilled in Social Media Planning, Implementation, and Evaluation of Media Project and Events, Online Marketing*
- Skilled in Industry & Market Research, Trends, Competitive Analysis, Idea-Creation*
- Web Development (Self-Taught):* UX/UI, HTML5, CSS, PHP, Joomla, Content Management Software (CMS)
 - Metadata/Tag Implementation, Database Creation & Management, SEO,*
- Proficient in Microsoft Office Suite:* (Word, Excel, PowerPoint, Outlook); **Adobe Master Suite:** (Photoshop, Illustrator, Dreamweaver);
- Music-Software:** Audio editing & creating in Logic Pro, Adobe Audition, FL Studio, and Pro Tools;
- Copyrighting Music, Trademarking Content, Graphic Design, Lean Strategies

Bilingual - in English/German

WORK EXPERIENCE

Metropolitan Museum of New York

New York, NY

Visitor Service & Information

5/14-Current

- Help visitors from around the world embrace their creative culture.
- Cross-trained in all Visitor Service Departments; Groups, Admission, Information.
- Trained new hires to use the Museums new sales software, Tessitura.

Independent Feature film – ‘Indigo Children’ - Internship

New York, NY

Social Media Intern - Associate Producer

01/2014

- Started as a *Social Media Intern* and was pushed up to Associate Producer.
- Managed the Social Media of the film & oversaw distribution of promotional material.
- Worked with the team to sell out the films opening night at Quad Cinema on 13th street, New York.

AT&T

New York, NY

Retail Sales Consultant

6/13-11/13

- Built value through customer and business relations.
- Handled price, personal, warranty, and finance objections and provided solutions to customer's problems.
- Responsible for hitting daily, weekly, and monthly sales targets/quotas.
- Demonstrated devices and accessories for customers.
- Managed customer and business accounts.

Toyota
Internet Sales

Stafford, VA
6/12-5/13

- Created outbound and inbound calls and emails to potential clients to set up appointments.
- Addressed and directed the needs of clients.
- Ensured previous clients were content with their vehicles.
- Operated on a Content Management Database.

Old Dominion University
Sound Assistant

Norfolk, VA
1/11-5/12

- Set up recording and sound equipment for outside performing guests and ODU performers.
- Set up the lighting for stage performers.
- Made the concert hall was presentable and ready for the performers.
- Managed the sound levels during recording, using a Pro Tools environment

Target
Sales Associate

Stafford, VA
8/06-12/10

- Arranged, organized, and displayed merchandise.
- Processed sales transactions and returns.
- Verified that all related documentation is accurate and complete.
- Served customers in a professional, courteous, and timely manner.
- Performed administrative functions including tracking, ordering, and managing inventory.
- Kept the Store Manager well informed of activities and significant problems.

Old Dominion University
Community Service Project

Norfolk, VA
2010

- Worked on a community service project organized by ODU for those affected by a flood in Atlanta.
- Painted siding panels for homes that were damaged during the flood.
- Helped ship food packages to the countries of Chile and Haiti who were also affected.
- Assembled drywall in a local orphanage that had been damaged during a fire.
- Assisted employees of a local daycare facility with underprivileged toddlers.

American Red Cross Optometry
Volunteer

New York, NY
2005

- Checked-in patients for eye appointments.
- Notified patients when special orders arrived.
- Performed additional office/patient related duties as directed by supervisor

Extra-Curricular Activities

- Senior **Practicum** with a **School Psychologist**: January 2013 – May 2013
- **Studied Abroad in Italy**: Psychology of Art Therapy, June 2011 – July 2011

MEMBERSHIPS/AFFILIATIONS

- German Club, 2011 — 2012
- Old Dominion University Tennis Club, 2011 — 2012
- Association of Psychology Students, 2012
- National Honors Society for Art - 2008 – 2012