

Alexander M. Jackson

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OBJECTIVE: To apply my passions for idea-creation, content-generation, data and creative project development, to create effective media strategies and optimal experiences for advertisers, media producers and consumers.

<u>Communications:</u> <ul style="list-style-type: none">• Performed Industry, Market Research & Analysis• Developed Media strategies• Team, Project Management• Advertising, Google Adsense• Talent Search, Online Marketing• Big Data, Survey Analysis• Customer Service, Sales• Social Media Planning, Monitoring, Implementation, & Evaluation Languages – German, English	SUMMARY OF QUALIFICATIONS <u>Technology:</u> <ul style="list-style-type: none">• Web Design (Self-Taught), UX/UI• Joomla, Content Management Systems• Metadata/Tag Implementation• Platform & Database Creation• HTML5, CSS, PHP, Ruby, Python• SEO, Tag Algorithms, Data analysis,• PowerPoint, Keynote, Excel, Outlook• Software: Logic Pro, Adobe Audition, Pro Tools, FL Studio & Cubase	<u>Creative Arts:</u> <ul style="list-style-type: none">• Photoshop, Illustrator, Dreamweaver• Audio editing, producing & recording• Basic video editing: I-Movie• Experience in Registering, Trademarking, & Copyrighting content• Screenwriting, Registered Script• Idea & Content-Creation Developed Diversal.org Multi-Media Portfolio: behance.net/alexjackson1
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EDUCATION

Metropolitan College of New York (MCNY)	New York, NY
Masters in Business Administration (MBA) in Media Management	January 2014 - June 2016
❖ Memberships/Affiliations: <i>Graduated with Honors - Delta Mu Delta</i>	
Old Dominion University (ODU)	Norfolk, VA
Bachelors of Science (B.S) in Psychology , Minor in Film and Video Studies	August, 2008 – May, 2012
❖ Studied Abroad: Psychology of Art Therapy at Lorenzo De Medici Institute	Rome, Italy – June 2011

EXPERIENCE

<u>Metropolitan Museum of New York, The Met</u>	New York, NY
Visitor Service & Information	5/2014 - Current
<ul style="list-style-type: none">○ Assist visitors from around the world to embrace their creative culture.○ Train new hires on Museums ticketing systems; Tessitura, Multitude, & Palladium.	
<u>Independent Feature film – ‘Indigo Children’ - Internship</u>	New York, NY
Social Media Intern	01/2014 – 02/2014
<ul style="list-style-type: none">○ Oversaw the social media and distribution of promotional material for the film.○ Reported directly to the Director and responsible for helping sell out opening night at Quad Cinema. <p>➤ AT&T – Retail Sales Consultant, New York, NY - 06/2013 –11/2013</p>	
<u>Toyota</u>	Stafford, VA
Internet Sales Consultant	06/2012 - 05/2013
<ul style="list-style-type: none">○ Multi-tasked between emailing potential clients to set up appointments, while taking outbound and inbound calls.○ Solved, addressed, directed the needs of clients and ensured previous clients were content with their vehicles.○ Operated on a CMD, <i>ReyRey</i>, while using Toyota’s email management system, customizing template scripts.	
<u>Old Dominion University (ODU)</u>	Norfolk, VA
Sound Assistant	01/2011 - 05/2012
<ul style="list-style-type: none">○ Set up recording and sound equipment for outside performing guests and ODU performers.○ Managed lighting, sound levels and edited live recording during performances using Pro Tools. <p>➤ Target – Sales Associate, Stafford, VA - 08/2006 –12/ 2010</p>	