

Alexander Rohring

aer4430@rit.edu | 585 350 5806 | linkedin.com/in/alexander-rohring | alexanderrohring.com

Education

Rochester Institute of Technology

Master of Business Administration, concentration in Project Management (2021-2022)

Bachelor of Science in New Media Marketing, GPA 4.0/4.0 (2018-Present)

Minor in Advertising & Public Relations

Graduated summa cum laude, RIT Honors Program

Experience

Poseidon Systems

Marketing Co-op, May 2020 - August 2020

- Designing, creating, and updating content marketing materials including case studies, brochures and sell-sheets, and presentation templates
- Optimizing and redeveloping Poseidon Systems' website for SEO purposes; increased search ranking from page 11 to page 1 of our key search
- Writing and promoted weekly blog posts on company website & social channels
- Completing additional tasks as assigned, including market research and lead generation

Rochester Institute of Technology, Honors Program

Social Media Manager & Office Assistant, May 2019 - Present

- Creating and distributing engaging content for Instagram, Twitter, and Facebook to cultivate the student community and advertise Honors Program events; consistently earns 15.4% engagement on Instagram
- Effectively communicating with and answering questions from current and incoming students regarding the Honors Program

Rochester Institute of Technology, Saunders College of Business

Peer Tutor, August 2020 - Present

- Assisting peers with in meeting learning objectives for courses including Financial & Managerial Accounting, Financial Management, and Computer Based Analysis

Rochester Institute of Technology, Office of the Registrar

Degree Audit Assistant, August 2018 - May 2019

Awards

- RIT 2020-2021 Outstanding Undergraduate Scholar
- RIT Dean's List all terms between Fall 2018 and Fall 2020
- Lifetime member of Beta Gamma Sigma business honor society

Activities

RIT Honors Program, Honors Council

Secretary, August 2020 - Present

Saunders College of Business Representative, May 2019 - August 2020

- Guiding the Honors Program's 700+ students and helping to make strategic decisions regarding the Program's future
- Planning and hosting social, academic, service, and professional events for Honors students
- Coordinating weekly meetings with other student leaders on Council and interfacing with the Honors Program office

Saunders College of Business Leadership Academy

Peer Mentor, August 2019 - May 2020

RIT Marketing, Advertising, and Public Relations Club

Active Member, August 2019 - Present

Skills & Certifications

- Hootsuite Platform Certification & Hootsuite Social Marketing Certification
- Microsoft Office Suite, Adobe Creative Cloud Suite, HTML, CSS, and Java
- Search Engine Optimization