

Alexa Briggs

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Objective:

To learn, develop, and grow by obtaining a bachelor's degree in marketing and a master's degree in business administration by 2025.

Education:

Rochester Institute of Technology (RIT), Rochester, NY

Dean's List: Spring 2020-Present

BS in Business Administration in Marketing: May 2023

Minor in Photography

MBA: Expected Summer 2024

Work Experience:

RIT Notetaker:

Rochester, NY

Took notes for those who are not able to in classes I attended.

2019-Present

Wrote clean, neat, notes and uploaded them each time class met.

Category Merchandising Intern for Global Partners:

Waltham, MA

Worked with the Category Management team to work with inventory in the convenience stores. Helped with their resets for adding and deleting products to and from the stores. Researched new products and attended vendor meetings.

June 2022-August 2022

Fuji Restaurant Food Photographer:

Boston, MA

Took photos for Fuji Restaurants to be used for their social media.

May 2021-August 2021

Photographed and edited photos to match the aesthetic of each account.

Sport Clips:

Milford, MA

Receptionist at a well-known hair salon.

2018-2020

Managed front desk, and communicated with clients on the phone and in person.

Skills:

Adept at using: Nikon Cameras, Apple Products, Microsoft Office, Adobe Creative Cloud, Canva, Google Applications, Social Media Applications, Hootsuite, and Photography Studio Equipment.

Experienced in: Social Media Marketing, Advertising Photography, and Editing Software Programs.

Labs and Projects:

Digital Marketing: Simulation with Mimic Pro, Stukent: Learned and simulated how to create ads using keywords, wording, and linking to properly market products online.

Computer-Based Analysis: Used Excel to make graphs, organize data, and calculate important information. Used several formulas to do these labs.

Advertising and Promotion Management: Created an IMC project for an existing company. Created advertising, sales promotion, and public relations campaigns for the project to help the company meet its IMC objectives.

Marketing Strategy: Marketing Plan: Made a marketing plan for a local Rochester company as a group. Completed sections like the situational analysis, value proposition, and the implementation plan.

Social Media Marketing: Plan/Simulation: Completed a social media marketing plan for a local Rochester company. Completed Stukent's SMM simulation through creating posts, captions, and scheduling.