

A L E X A N D R A  
D A L B Y

**CONTACT**

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alexdalby.com

**EDUCATION**

BOSTON UNIVERSITY  
College of Arts and Sciences | *Psychology*

AMERICAN UNIVERSITY  
College of Arts and Sciences | *Psychology*

**EXPERIENCE**

JOBLETICS  
Consultant

Branding - Designed logo; social media banners; recruiting material (copy and flyer design).

Castles Magazine  
Branding, graphic design, ad sales  
October 2015-present

Rebranded. Designed website. Social Media Management. Video production. Ad sales. Content creation. Blogging.

Castles Unlimited  
Digital Marketing Coordinator  
October 2015-present

PPC strategy. SEO through content creation. Branding through design. Email marketing campaigns. Web design. Brochures. Flyers. Magazine design for both online and print distribution. Social media management. \*Increased web traffic 400% in 5 months via content creation and social media marketing\*

GEUTEBRÜCK GmbH  
Full Time Marketing Intern  
August 2012 - December 2012

Marketing research - specifically expanding marketing resources to social media marketing and digital marketing. Website maintenance and photo editing. Client relations and industry fair staffing at technology convention in Paris.

**SKILLS**

Microsoft Office Suites, Photoshop, Adobe Creative Suite, Constant Contact, Social Media Platforms, HTML, Final Cut Pro, Digital Photography