

ALEXANDRA
DALBY

CONTACT

ALEXANDRA D DALBY @ GMAIL . COM
313-319-3696

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