

Alexandria Reid

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Education

Texas State University 2012-2016
B.S. in Advertising & Mass Communications
Minors: Business Admin. & Writing

VCU Brandcenter 2019-2021
M.S. in Business/Branding
Concentration: Creative Brand Management
Expected Graduation: May 2021

Skills

Competitive & Consumer Analysis
Digital & Data-Driven Marketing
Brand Building
Budget Management
Project Management
Presentation Development & Delivery
Integrated Marketing Communication Strategy
Qualitative & Quantitative Research
Google Analytics & Reporting
Event Planning & Execution
Adobe Illustrator, Photoshop & XD

Awards

2021 | 1st Place
Brandcenter x DoorDash
Annual Creative Sprint Competition

2020 | 1st Place
Richmond Ad Club
Excellence in Creative Education
Scholarship Competition

2016 | 1st Place | District 10
American Advertising Federation
National Student Advertising Competition
Role: Account Executive & Presentor

2014 | 1st Place | Nationals
Students in Free Enterprise
International SIFE/ENACTUS Competition

Ask Me About

My love of writing
The next event I'm planning
My latest business idea

Professional Experience

Marketing Intern (Master's Candidate) 05/2020 - 03/2020
AnswersNow

- A high-growth telehealth startup where I helped strategize, develop and implement a data-driven marketing approach. Efforts saw a 6x increase in leads through digital marketing channels.
- Assisted in developing the creative strategy for digital campaigns and website content based on customer insights and performance.
- Delivered digital media performance reports and optimization recommendations using Google Analytics and Data Studio.
- Implemented monthly email newsletter and drip campaigns.
- Utilize research and data to help assess new markets for company expansion.

Account Manager 05/2018 - 03/2020
GSD&M

- Led cross-functional teams to develop strategic integrated marketing campaigns in support of new products, offerings, and brand-building initiatives from creative brief through production and release.
- Leveraged data from real-time media performance, segmentation analysis, brand tracking studies, social monitoring tools and partner agency reports to make strategic creative and media decisions.
- Developed and delivered briefings and presentations to both internal teams and external clients and partner-agencies.
- Collaborated with external agencies and media vendors to deliver creative campaigns that delivered across all goals.
- Ensured projects adhered to timeline, scope and budget through effective collaboration, problem-solving and time management.

Primary Clients: American Petroleum Institute, Jack Link's Jerky, Ross and dd's DISCOUNTS

Account Manager 06/2016 - 04/2018
(Prev. Account Coordinator)
Sanders\Wingo

- Led internal teams to develop integrated advertising and marketing campaigns utilizing both traditional and non-traditional media strategically positioned towards multicultural audience segments.
- Analyzed research data to help deliver audience-specific insights that ladder up to overarching messaging themes.
- Developed and delivered strategic briefings on competitive, cultural and consumer trend analysis to internal and external stakeholders.
- Hybrid-role where I was also part of the finance team and owned the project billing, budgeting and records of project completion. Also delivered project-based profit reports to agency stakeholders.

Primary Client: AT&T/DIRECTV

Affiliations

Launch Team & Account Manager 04/2020 - 08/2020
The Carriage House

- Helped launch the Brandcenter's first full-service creative agency in response to COVID-19 (as seen on AdWeek and AdAge). Through this, I led teams to deliver strategic brand identities and creative assets for two up-and-coming businesses in the Virginia community.