

VCU BRANDCENTER EXPERIENCE

Capstone Brand Management Project, Danone

Richmond, VA, December 2017 - Present

Developing a marketing plan for a new category of Michel et Augustin products in the U.S.

- Marketing plan to be pitched to Director of Marketing for Danone North America.

Creative Brand Manager, VCU Brandcenter

Richmond, VA, August 2016 - Present

Managing cross-functional teams of 5-6 masters candidates on speculative case assignments and live client projects. Leading out in all research methodologies, positioning, consumer insights generation, strategy, brief writing, and presentations.

- Brand strategy work implemented by CarLotz to fuel a \$30MM national expansion.
- Verbal branding work implemented by Capital One to name a new global internal software system.
- Work pitched to other national brands including Hilton and Lowe's.

WORK EXPERIENCE

Marketing and Sales Manager, Lehi Roller Mills

Lehi, UT, December 2015 - August 2016

In addition to prior role, absorbed sales responsibilities for baking flour and baking mix customers including Costco, H-E-B, Capitol Food Co., and others totaling \$7.2MM.

- Maintained and optimized customer mix, sales forecasting, and lead-times to ensure zero out of stocks during multi-million-dollar production capacity expansion.

Marketing Manager, Lehi Roller Mills

Lehi, UT, July 2013 - December 2015

Managed all aspects of marketing mix including pricing, advertising, packaging design, and sales presentations as company emerged out of Chapter 11 Bankruptcy. Executed sales support and reported on sales statistics to new owner.

- Played integral part in resurrecting company following Chapter 11 Bankruptcy.
- Maxed out flour production capacity resulting in facility expansion.
- Increased annual sales from \$4MM to \$12MM in three years.
- Instituted daily sales dashboards and metrics reporting.

Strategy Intern, Sprinklr

New York, NY, May 2013 - June 2013

Conducted competitive research analyses and provided strategic recommendations to Director of Strategy.

- Strategic recommendations pitched to Target.
- Recognized with Sprinklr's core values award.

EDUCATION

VCU Brandcenter

Richmond, VA, Aug 2016 - Present

M.S., Business/Branding, Creative Brand Management (Graduating May 2018)

- Recognized for excellence with scholarships each year.

Brigham Young University

Provo, UT, 2007 - 2008, 2010 - 2013

B.A., Communications, Advertising Emphasis

Minors: Business Management and French

- Pinterest pin and win sweepstakes campaign implemented by Nestlé Raisinets.
- Strategy pitched to MRM/McCANN for Intel Ultrabook Convertibles campaign.
- Advanced French speaking and writing proficiency certifications by ACTFL.
- Recognized for excellence with university scholarship and national award.

ALEX ROBINSON

BRAND STRATEGIST

✉ robinsonaj5@vcu.edu

🌐 www.robinsonalexj.com

☎ 801.404.4202

AWARDS

- 2017 VCU Brandcenter Palmer Farley Memorial Scholarship Award
- 2016 VCU Brandcenter Excellence Scholarship Award
- 2016 Utah Silver ADDY Packaging Award (Lehi Roller Mills/Richter7 - Turkey & Peacock Brand Flour Bags)
- 2013 BYU College of Fine Arts Oscarson Discovery Grant Award
- 2012 AAF National Student Advertising Competition 2nd Place Award (District)

SERVICE

Volunteer Representative, The Church of Jesus Christ of Latter-day Saints

France and Switzerland, July 2008 - July 2010

- Immersed in a new culture and gained advanced level French fluency.

SKILLS

- Budgeting, Forecasting, and Brand Analytics
- Consumer Research Methods (Qual & Quant)
- Brand and Communications Strategy
- Project Management
- Competitive Analysis
- Presenting

FAVORITE TOOLS

- Adobe Creative Suite (PS, ID, and AI)
- Excel Pivot Tables
- Google Slides
- WordPress
- Keynote
- Slack

HOBBIES

Piano, hiking, basketball, and traveling.