

MASTER'S DEGREE CONSULTING EXPERIENCE

Danone North America

December 2017 - April 2018

Brand Consultant, Michel et Augustin (French food brand acquired by Danone)

Developed comprehensive marketing plan to help the brand become more relevant in the United States.

- Marketing plan projected to disrupt \$635MM refrigerated desserts category and position brand for future growth in the United States.

Capital One, Lowe's, and CarLotz

August 2016 - December 2017

Brand Consultant

Managed cross-functional teams of 5-6 masters candidates for real world client projects. Team lead for all research methodologies, brand positioning, consumer insights generation, strategy, brief writing, and presentations.

- Branding work selected by Capital One as winner amongst 5 teams. Recommendations in implementation for internal marketing campaign to promote usage of new internal computer software system across three countries.
- "Making smart home, home" ad campaign well-received by Lowe's senior marketing executives and used as benchmark in 2018 full creative ad agency review.
- Brand strategy, new target market, and tactical recommendations to be implemented by CarLotz in \$30MM national expansion.

WORK EXPERIENCE

Lehi Roller Mills, Lehi, UT

December 2015 - August 2016

Sales Manager

Sales lead for baking flour and mix products. Responsible for Costco, H-E-B, Capitol Food Co., and other accounts totaling \$7.2MM.

- Ensured zero out of stocks during multi-million-dollar production expansion by managing internal and external communications of capacity-related issues.

Marketing Manager

July 2013 - December 2015

Managed all aspects of marketing mix including pricing, advertising, packaging design, and sales presentations. Responsible for all in-house sales support and reported on sales statistics to new owner.

- Played integral role in increasing annual sales from \$4MM to \$12MM in three years by creating new sales presentation materials, executing all in-house sales support for new customers, and managing all product developments.
- Efforts maxed out flour production capacity, resulting in \$3MM packaging equipment upgrade approval from new owner.
- Instituted daily sales dashboards and metrics reporting via Excel pivot tables and quarterly reporting via Nielsen subscription.

Sprinklr, New York, NY

May 2013 - June 2013

Strategy Intern

Conducted competitive research analyses and provided strategic recommendations to Strategy Director

- Created social strategy personality doppelgänger and channel-specific content examples that were included in pitch to Target.

EDUCATION

M.S., Business/Branding, Creative Brand Management

(May 2018)

Virginia Commonwealth University, Brandcenter, Richmond, VA

- Recognized for excellence from amongst 20 students each academic year with a total of two brand management track scholarships.
- Participated in 11 live-client presentations and 36 student-spec presentations.

B.A., Communications, Advertising Emphasis

2013

Brigham Young University, Provo, UT

Minors: Business Management and French

ALEX ROBINSON

BRAND STRATEGIST

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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)

SKILLS

- Consumer Research Methods (Qual and Quant)
- Brand and Communications Strategy
- Project Management
- Competitive Analysis
- Insight Generation
- Forecasting
- Presenting
- Budgeting
- Adobe Creative Cloud (PS, ID, and AI)
- Keynote/PowerPoint
- Excel Pivot Tables
- WordPress

CERTIFICATIONS

- Advanced French Speaking and Writing Certifications by ACTFL
- MBAmath.com Course

ADDITIONAL

LDS Mission, France and Switzerland, 2008-2010: Supervised and trained over 50 full-time volunteers. Fluent in French.

About Me: Two-degrees separation from Kevin Bacon; enjoy piano, basketball, and hiking Mt. Timpanogos.