

WORK EXPERIENCE

BRAND CONSULTANT, FREELANCE at Assertion Technologies

February 2018 - Present

Richmond, VA

Establishing the visual presentation of all marketing assets including logo design, website, and investor materials for financial technology startup in Salt Lake City, UT.

- Leading marketing discussions and consulting founders on pitches to potential investors.

BRAND CONSULTANT, MASTER'S DEGREE CAPSTONE PROJECT at Danone North America

December 2017 - April 2018

Richmond, VA

Independent master's degree capstone project in collaboration with Danone's Director of Marketing to disrupt \$635MM refrigerated desserts category with French food brand Michel et Augustin.

- Developed a 13-week launch campaign for three new Michel et Augustin products in Denver, CO.
- Created a new brand platform to help the brand become more relevant in the U.S.

BRAND CONSULTANT, MASTER'S DEGREE TEAM PROJECT at Lowe's

November 2017 - December 2017

Richmond, VA

Managed cross-functional team of five master's degree candidates. Team lead for all research methodologies, brand positioning, consumer insights generation, strategy, brief writing, and presentation.

- "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 CONSULTANT, MASTER'S DEGREE TEAM PROJECT at Capital One

February 2017 - March 2017

Richmond, VA

Managed team of 5 master's degree candidates for strategic naming project.

- Branding work selected by Capital One as winner amongst 5 teams to promote usage of new internal computer software system across the entire organization.

SALES AND MARKETING MANAGER at Lehi Roller Mills

July 2013 - August 2016

Lehi, UT

\$7.2MM sales lead for baking flour and baking mix products. Responsible for Costco, H-E-B, Capitol Food Co., and other key accounts. Managed all aspects of marketing mix including pricing, advertising, packaging design, and sales presentations.

- 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 leading award-winning packaging redesign projects with local advertising agency.
- Ensured zero out of stocks during multi-million-dollar production expansion by managing internal and external communications of capacity-related issues.
- Instituted daily sales dashboards and metrics reporting via Excel pivot tables and quarterly reporting via Nielsen subscription.
- Launched company Facebook page and grew following from zero to 5K followers.

STRATEGY INTERN at Sprinklr

May 2013 - June 2013

New York, NY

Strategist for new business pitch to Target. Supported strategy director with strategic planning, competitive research, and presentation preparation.

- Created channel-specific content ideas that were included in pitch to Target.
- Conducted 10 competitive research analyses for various clients using Sprinklr's platform tools.
- Initiated 11 interviews with account directors, resulting in a ROI case study deck for sales reps.

EDUCATION

M.S., BUSINESS & BRANDING, CREATIVE BRAND MANAGEMENT TRACK

2016 - 2018

Virginia Commonwealth University, Brandcenter

Richmond, VA

- Recognized with track specific scholarships from amongst 20 students each academic year.
- Participated in 11 client presentations and 36 speculative project presentations.

B.A., COMMUNICATIONS, ADVERTISING TRACK

2007 - 2013

Brigham Young University

Provo, UT

Minors: Business Management and French

ALEX ROBINSON

BRAND STRATEGIST

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HONORS

- 2017 VCU Brandcenter Palmer Farley Memorial Scholarship Award
- 2016 VCU Brandcenter Excellence Scholarship Award
- 2016 Utah Silver ADDY Packaging Award
- 2013 BYU College of Fine Arts Oscarson Discovery Grant Award
- 2012 AAF National Student Advertising Competition 2nd Place Award (District)

PROFESSIONAL SKILLS

- Consumer Research Methods (Qual and Quant)
- Brand and Communications Strategy
- Project Leadership
- Competitive Analysis
- Insight Generation
- Presenting
- Budgeting

FAVORITE TOOLS

- G Suite (Drive, Sheets, Slides, Calendar, and Docs)
- Google Maps Enthusiast
- Keynote
- Adobe Creative Cloud (PS, ID, and AI)
- Excel Pivot Tables
- Nielsen IRI

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.