

WORK EXPERIENCE

MARKETING AND SALES MANAGER at Lehi Roller Mills

July 2013 - August 2016

Lehi, UT

\$7.2MM sales lead and marketing manager for \$12MM food brand. Managed all aspects of marketing mix including directing advertising agency and brokerage partners, developing marketing plans, and leading new customer acquisitions.

- Increased annual sales from \$4MM to \$12MM in three years by creating new sales presentation materials, building strong relationships with food distributors, and leading award-winning packaging redesign projects with local advertising agency.
- Ensured zero out of stocks during \$3MM production expansion project 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 Strategic Planner subscription.
- Launched company Facebook page and grew following from zero to 5K followers.

SOCIAL INSIGHTS 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 examples that were included in new business pitch to Target.
- Initiated 11 interviews with account directors, resulting in a ROI case study deck for sales reps.
- Conducted 10 competitive research analyses for various clients.

ACCOUNT SUPERVISOR at Brigham Young University AdLab

Jan 2012 - April 2013

Provo, UT

Client contact and team leader for 8 professional advertising projects with national and local brands. Oversaw teams of 5-6 advertising students for consumer research, advertising development, and production projects.

- Conducted strategic planning for Intel Ultrabook Convertibles with MRM//McCann SLC.
- Produced social media sweepstakes campaign for Nestlé Raisinets.

EDUCATION

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

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 case study project presentations.

B.A., COMMUNICATIONS, ADVERTISING EMPHASIS

2013

Brigham Young University

Provo, UT

Minors: Business Management and French

- Awarded competitive university scholarship and 2nd place in district advertising competition.

MASTER'S DEGREE CONSULTING PROJECTS

BRAND LAUNCH for Danone North America

December 2017 - April 2018

Richmond, VA

Independent master's degree capstone project for Danone North America. Presented 13-week launch plan to Director of Marketing to disrupt \$635MM refrigerated desserts category with launch of French food brand Michel et Augustin.

SMART HOME AD CAMPAIGN for Lowe's

November 2017 - December 2017

Richmond, VA

Managed cross-functional team of 5 master's degree candidates. Team lead for all research methodologies, brand positioning, consumer insights generation, strategy, brief writing, and presentation. Ad campaign pitch well-received by Lowe's senior marketing executives and used as benchmark in 2018 full creative ad agency review.

INTERNAL MARKETING for Capital One

February 2017 - March 2017

Richmond, VA

Managed team of 5 master's degree candidates for strategic naming project. Work selected to promote usage of new internal software system across the entire organization.

ALEX J. ROBINSON

CREATIVE BRAND MANAGER

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AWARDS

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

PROFESSIONAL SKILLS

- Cross-functional Team Leadership
- Project Management
- Consumer Insight Generation
- Reviewing Creative
- Directing Agency Partners
- Social Media Strategy
- Creative Brief Writing
- Situational Analysis
- Analytical Data Interpretation
- Competitive Analysis
- Presenting
- Advertising Development

TECH

- Keynote/PowerPoint
- Adobe Creative Cloud (PS, ID, and AI)
- Microsoft Excel Pivot Tables
- Asana
- Crimson Hexagon

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.