

# Alexander Cook

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## EDUCATION

### The University of Georgia, Terry College of Business

*Bachelor of Business Administration in Marketing with Digital Emphasis*

Major GPA: 3.10/4.00; Overall GPA: 3.03/4.00

HOPE Scholarship Recipient

Athens, GA  
December 2017

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## RELATED COURSEWORK

Digital Marketing Analytics, Social Media Marketing Strategy, Integrated Marketing & Brand Communication, Professional Selling, Marketing Strategies & Decision Making, Consumer Buyer Behavior, Marketing Research for Business Decisions

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## RELEVANT WORK EXPERIENCE

### Digital Media Strategist

September 2019 - Present  
Atlanta, GA

*Cox Inc*

- Built, optimized, managed, and provided reporting and insights for Native, email, YouTube, display, OTT, IP Targeting, and Programmatic Campaigns via DV360, Campaign Manager, and other platforms
- Worked with publishers to negotiate deals for OTT inventory
- Provided recommendations to sales team in developing digital marketing strategies for clients
- Created product slides and presented them to sales members to showcase our products
- Trained teammates how to build, optimize, and provide reports for DV360 and Campaign Manager
- Managed over \$1,100,000 in client ad spend in 2022 alone

### Account Manager

January 2018 - September 2019  
Atlanta, GA

*Propellant Media*

- Built, organized, and managed programmatic and PPC advertising campaigns
- Wrote and published case studies, blogs, and articles around programmatic advertising for content marketing and to educate site visitors
- Sought new business opportunities for the agency and worked hand in hand with senior leadership in sales and marketing efforts
- Educated, managed, supervised, and assigned responsibilities to interns regarding the internal processes
- Worked within a team to develop the internal operations of the company

### Marketing Intern

August 2017 – December 2017  
Athens, GA

*Digital Marketing Dawgs at the University of Georgia*

- Acquired filming equipment for the program
- Interviewed and filmed students at SPARKsouth, a marketing networking event
- Managed the program's YouTube channel
- Worked within a cross-functional team to manage the program's various social media pages

### Promotional Intern

May 2015 - August 2015  
Birmingham, AL

*iHeartRadio Media*

- Set up equipment and manned tents at various events
- Took photos and created snap stories at concerts and uploaded them to the company's Instagram and Snapchat social media pages
- Passed out free promotional paraphernalia to fans of the radio stations

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## CUSTOMER SERVICE EXPERIENCE

### Customer Support

August 2017 – December 2018  
Athens, GA

*Center for Teaching and Learning*

- Responded to and solved teacher and student issues with classroom equipment
- Transferred calls to various departments, as needed

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## TECHNICAL SKILLS

**Analytics:** DV360, Campaign Manager, Google Analytics Certified, AdWords Certified, MailChimp, Constant Contact, WordPress, Blogger

**Computer:** Microsoft Word, Microsoft PowerPoint, Microsoft Excel, Java, HTML, CSS, Eclipse