

Alexandra Kehoe

Digital Marketing Coordinator

Newport Beach, CA

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Willing to relocate: Anywhere

Authorized to work in the US for any employer

Work Experience

Digital Marketing Coordinator

Ad.IQ - Newport Beach, CA

January 2017 to Present

My job included writing advertising copy for use by publication, broadcast and internet media to promote the sale of goods and services. Presenting drafts and ideas to clients where I vary language and tone of messages based on product and medium. I had to discuss with the client the product, advertising themes and methods, and any changes that should be made in advertising copy. I also consulted with sales, media and marketing representatives to obtain information on product or service and discuss style and length of advertising copy. For the search engine optimization part I performed and directed web site updates as well as I wrote, design, and edited web page content and product content.

Inbound and Outbound Sales Representative

Ad.IQ - Newport Beach, CA

May 2016 to January 2017

Executed 100 daily calls to top-level executives to increase client satisfaction. Answered customers' questions regarding products, prices, and availability. Emphasized product features based on analysis of customers' needs. Have received multiple reviews.

Sales Associate

Park West Gallery - Miami, FL

November 2015 to April 2016

This was on a cruise boat with Park West Gallery and Princess Fine Arts - Australia, New Zealand, South Pacific, and Indonesia. I served as a liaison between customers, store personnel and various store departments on the ship. Extended customer subscriptions, offering discounts and promotions to ensure high customer retention rates. Informed customers about sales and promotions in a friendly and engaging manner. Trained new employees on company customer service policies and service level standards. Lead in charge of designing auction floor and gallery. Educated customers about the merchandise and about the art world in general. Presented on current promotions to the public at events. Managed the in-house advertising program consisting of print and media collateral pieces. Managed both inbound and outbound marketing campaigns to generate new business and to support partner and sales teams. Completed quote of 10,000 dollar sales per cruise for each cruise.

Server

Horizon House - Seattle, WA
June 2015 to November 2015

Assisted guests with making menu choices in an informative and helpful fashion. Maintained knowledge of current menu items, garnishes, ingredients and preparation methods. Delivered exceptional service by greeting and serving customers in a timely, friendly manner. Demonstrated awareness of liability issues and the law by confirming legal drinking age and discontinuing service to intoxicated guests. Inquired about guest satisfaction, anticipated additional needs and happily fulfilled requests.

Retail Associate

Rave Naked - Newport Beach, CA
July 2014 to June 2015

Exceeded monthly sales quotas for clothing and accessories. Successfully assisted customers with product selections and purchases. Kept store organized and clean. Trained new employees on basic customer service techniques and procedures on how to maintain the store. Also kept blog up to date on a daily basis.

Regional Coordinator

American's for Prosperity - Missoula, MT
July 2014 to September 2014

Coordinated pre-show and post-show activities at shows. Coordinated monthly and quarterly marketing and community events, such as a BBQ and speeches at the park, and promotions at the nearest Universities and College. Collected customer feedback and made process changes to exceed customer satisfaction goals. Provided accurate and appropriate information in response to customer inquiries. Demonstrated mastery of customer service call script within specified timeframes. Improved customer calls by and extra fifty calls a day

Intern

Cupid Cronies- Dating Services - Missoula, MT
May 2014 to August 2014

Contributed to relevant blogs, conferences, and events both off-line and online to increase brand awareness. Managed both inbound and outbound marketing campaigns to generate new business and to support partner and sales teams. Managed social media programs, including Internet forums, blogs, social networking applications and message boards. Worked on the official company page on Facebook to facilitate interaction with customers.

Crew Member

McDonalds
April 2013 to July 2014

Up-sold additional menu items, beverages and desserts to increase restaurant profits. Recorded customer orders and repeated them back in a clear, understandable manner. Took necessary steps to meet customer needs and effectively resolve food or service issues. Communicated clearly and positively with co-workers and management. Resolved guest complaints promptly and professionally.

Retail Associate

Hot Wheels, Inc - Costa Mesa, CA
June 2007 to April 2011

Described use and operation of merchandise to customers. Placed special merchandise orders for customers.

Demonstrated that customers come first by serving them with a sense of urgency. Exceeded targeted sales goals by fifteen% Opened and closed the store, including counting cash, opening and closing cash registers and creating staff assignments.

Education

Bachelor's in Communication

University of Montana - Newport Beach, CA
2011 to 2015

Media Arts

University of Montana - Missoula, MT
2011 to 2015

Skills

Marketing, Digital Marketing, Photoshop, After Effects, Adobe Illustrator, Google Adwords

Certifications/Licenses

Digital Marketing

June 2016 to Present

I took a part-time course in digital marketing where I learned the ends and outs of Google AdWords, Social Media advertisement, SEO, and much more. I know how to take a small to medium size business and put them on the map no matter what the platform is.

UX/ UI designer

June 2018 to Present

This course I learn the ins and outs of user experience and usability with Apps and websites. We are being trained in becoming experts in Adobe XD, after effects, InVision, Sketch, and more. We learn the importance of user research as well as how important the visual concepts of a website are app help improve click-through rate and increase revenue for businesses.