



# Alexandra Kehoe

## UX/ UI Designer

Passionate about creating compelling user experiences to increase brand exposure, customer retention, and click-through rates.

## Work Experience

### Digital Marketing Manager

Ad.Iq

April 2016 to Present

- Worked in all departments sales, web design, content writing, customer service, and account management
- Designed over 500 landing pages that include the latest usability and UX UI Trends
- Work together with development team to correct any UI problems or HTML/CSS related issues
- Tracked weekly site ranking and visits through Google Analytics , improving organic search to get clients on the first page of Google
- Produced digital marketing campaigns to increase customers exposure on Google, Bing, and Social Media Platforms
- Wrote engaging posts for the company's various clients' Google+ Social Media Accounts
- Built relationships with hundreds of clients
- Managed over a team of 20 making sure accounts were analyzed and produced correctly

### Sales Associate

Parkwest Gallery

November 2015 to April 2016

- Served as a liaison between customers, store personnel and various store departments
- Designed new print advertising campaign every cruise (14 days)
- Designed and set up auction floor once a week as well as arranged the gallery on a daily basis
- Trained new employees on company customer service policies and service level standards.
- Increased customer retention through promotion and events
- Presented on current promotions to the public at events.
- Managed the in-house advertising program consisting of print and media collateral pieces

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Portfolio: [www.Alexkehoe.com](http://www.Alexkehoe.com)

## Education

Bachelor's in Communication  
University of Montana  
2011 to 2015

Media Arts Minor  
University of Montana  
2011 to 2015

## Skills

Wireframing

Adobe XD/ Sketch

Adobe Photoshop

Adobe Illustrator

Rapid Prototyping

HTML/ CSS/ JavaScript

Interaction Design

UX Research

Visual Communication

Prototyping Tools  
(I.E InVision, etc.)

## Expertise

Marketing



Sales



Google AdWords



Google Analytics



Digital Marketing



Social Media Marketing



Content Writing



Leadership



Time Management



Task Management



## Interest

Writing

Traveling

Working Out

Reading

Learning Something New

Cooking

Meditating

Experiencing New Things

Crafting

Painting

Finishing off My Bucket List

## **Regional Coordinator**

Americans for Prosperity

July 2014 to September 2014

- Designed and arranged monthly marketing and community events: such as a BBQs, speeches at the park, and promotions at the nearest Universities
- Collected and analyzed customer feedback and made changes to exceed customer satisfaction goals
- Demonstrated mastery of customer service call script within specified timeframes.

## **Marketing Intern**

Cupid Cronies- Dating Services

May 2014 to August 2014

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

## Certification

### **Digital Marketing Certification**

June 2016 to December 2016

- Social Media Advertising (Twitter, Facebook, Instagram, Snapchat, Hootsuite, Buffer)
- Email Marketing (Hubspot, Mailchimp, Customer.io, Constant Contact)

### **UX/ UI Design Certification**

June 2018 to December 2018

- UX Research
- Wireframing and UI Prototyping
- UX writing
- Typography
- Visual Communication
- User Empathy

- Interaction Design
- Coding
- Google Analytics
- Rapid Prototyping