

Alex To

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EDUCATION

Sam Houston State University
B.B.A. - Management Information Systems
Honors/ Activities: Beta Alpha PSI (2023 – 2024)

Houston, TX
Expected Graduation December 2024
Cumulative GPA: 3.33

Houston Community College
Associate of Art
Honors/ Activities: Deans Lists (Fall 2022)

Houston, TX
August 2020 - December 2024
Cumulative GPA: 3.50

WORK EXPERIENCE

Fulfillment Specialist | *Target*

April 2024 - Present

- Efficiently selected, prepared, and packed guest orders for pickup, drive-up, and home delivery, accurately fulfilling over 80 guest orders per shift
- Utilized proper materials and techniques to sort and package items, adhering to Target's high standards and ensuring zero packaging errors
- Consistently met or exceeded timeliness goals, maintaining a focus on delivering an exceptional guest experience by processing up to 100 orders daily

Digital Marketing Manager | *Pacino Essence LLC*

January 2023 – January 2024

- Led the development and execution of digital marketing strategies, driving a 25% increase in customer acquisition and engagement across various platforms
- Collaborated with over 50 businesses and clients to define and implement tailored marketing plans, ensuring alignment with business goals and customer needs
- Optimized brand visibility and enhanced customer satisfaction by utilizing social media, email marketing, and display advertising, contributing to a 30% increase in overall brand awareness

Photo Booth Manager/ Photo Booth Attendant | *Photo Booth of Texas*

October 2020 – January 2023

- Managed on-site event operations for over 100 events, troubleshooting technical issues and ensuring a seamless experience for clients and guests
- Coordinated scheduling and logistics for attendants, overseeing successful execution of events by efficiently managing equipment distribution and setup
- Supervised 3-5 attendants per shift, ensuring timely arrivals, proper equipment readiness, and providing support for any technical issues, contributing to a 95% client satisfaction rate

PROJECTS

● **Alder Family Toys Consulting:** Collaborated with peers to conduct a comprehensive systems analysis for a real-world client. Enhanced the client's brand visibility within the community and supported their marketing efforts. Implemented peer evaluations to improve team collaboration and accountability, leading to more successful project outcomes

● **Client Website:** Collaborated with teammates to create a website for a student client detailing the various stages of dinosaur evolution, collaborating closely with the client to ensure accurate content and a user-friendly design

● **Personal Website:** Designed and developed a responsive portfolio website using HTML and CSS, showcasing projects, skills issues, contributing to a 95% client satisfaction rate

SKILLS/ CERTIFICATIONS

Languages: Python, Java, SQL, HTML/CSS

Technical Skills: MS WORD, MS EXCEL, MS ACCESS

Certifications: IT Specialist - HTML and CSS - Certiport