

# Alex Pearson

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## SUMMARY

I have lived in Nashville for the last three years building a business, and the time has come to sell that business and move on to St. Louis. Now I'm looking to take the experience I've gained running my own venture and apply it to the St. Louis start-up scene. Thanks for your consideration.

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## EXPERIENCE

### *Founder, CEO, and Head Coach, Shackle Island CrossFit & Weightlifting*

Hendersonville, TN — October 2011- October 2014

After graduating from college, I co-founded Shackle Island CrossFit and Weightlifting with two business partners. SICF is a top-of-the-line training facility offering classes in recreational and competitive CrossFit and Olympic Weightlifting. My responsibilities as CEO and Head Coach included: creating and implementing training programs for athletes, managing personnel, purchasing and maintaining equipment and supplies, establishing and maintaining a strong social media presence, leading marketing and outreach efforts, creating and hosting competitions and seminars for members and guests, maintaining our websites, and anything else that needed to be done to make the business flourish. Shackle Island CrossFit and Weightlifting is still going strong under

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## EDUCATION

St. Olaf College — B.A., 2011  
Majors: Economics, Political Science  
Concentration: Statistics  
Language: Spanish

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## SKILLS

- project management
- personal coaching
- public speaking
- event promotion
- sales and marketing
- Olympic weightlifting
- social media
- graphic design with Photoshop, Illustrator, InDesign, GIMP, and Inkscape
- web design with HTML, CSS, PHP, Javascript, JQuery
- server management with SSH, SFTP, and MySQL



new management.

### **Accomplishments**

- Built SICF from 0 clients to 150 clients in 3 years
- Designed and implemented new programs and classes in General Fitness, CrossFit, Kids' CrossFit, Competitive Fitness, Beginners' Weightlifting, Competitive Weightlifting
- Managed a staff of 7 part-time Coaches
- Created, promoted, and managed multiple weightlifting meets of over 50 competitors and 100s of spectators, including the largest weightlifting meet ever held in Nashville.
- Oversaw SICFs move from its original 5000 sq-ft industrial warehouse to its current 7200 sq-ft commercial location.

### ***Assistant Manager and Sales Rep, Vector Marketing*** Sioux City, IA — June 2011- October 2011

During the Summer of 2011, I was an assistant manager and sales rep in the Sioux City, IA branch of Vector Marketing. Vector is a direct sales company that sells Cutco cutlery and kitchen products. My responsibilities included selling products, training potential sales reps, hiring and firing reps, managing sales numbers, team-building, and office management.

### **Accomplishments**

- Broke the Midwest divisions sales record for assistant managers in my first 10 days by selling over \$13,000 in Cutco products.
- Interviewed, trained, and mentored 35 sales reps
- Helped the Sioux City branch become the top-performing new Iowa branch for the summer of 2011

### ***Public Relations Officer, Lion's Pause*** Northfield, MN — August 2010- May 2011

The Lion's Pause is a student-run night club and kitchen for students of St. Olaf College. It was my responsibility to promote events, kitchen specials, and the nightclub in general. Promotion

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## **REFERENCES**

**Dr. Marcos Cruz** — client and business partner at Shackle Island CrossFit and Weightlifting.

*marcosjcruz1@gmail.com*

(615) 681-2659

**Wade Stoddard** — business partner and co-founder of Shackle Island CrossFit and Weightlifting.

*w.wade.stoddard@gmail.com*

(907) 347-4256

**Kelsey Storey** — former administrative assistant and nutritionist at Shackle Island CrossFit and Weightlifting.

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(615) 496-8388



was accomplished through digital, social, and physical media, promotional events, and by ensuring the quality of all events.

### **Accomplishments**

- Successfully hosted the largest single event in Lion's Pause history (over 1500 in attendance).
- 2011 was the top-grossing year ever for kitchen sales
- 2011 had the highest event attendance of any year

### ***President, DreamBox***

Northfield, MN — December 2009- May 2011

While attending St. Olaf College, I founded a small non-profit company that connected music students on campus with K-12 music students in the Northfield area in exchange for student work hours. My responsibilities including raising and managing funds, connecting students in Northfield to St. Olaf instructors, and promoting the program and music instruction in general to St. Olaf and Northfield students.

### **Accomplishments**

- Awarded \$2500 in a business-plan contest awarded by the St. Olaf Center for Entrepreneurship
- Connected students to student-teachers for over 100hrs of instruction in a variety of instruments
- Provided St. Olaf music students with over \$10,000 in student work compensation.

### ***Tour Guide, St. Olaf College Admissions***

Northfield, MN — August 2007- May 2011

While attending St. Olaf as a student, I worked for the Admissions department as a part of my student work obligations. It was my responsibility to schedule and lead tours of the campus for prospective students and their families. Tour groups ranged in size from 2 people to up to 10 on one tour.

### **Accomplishments**

- Had the highest number of positive ratings from prospective students among all tour guides for 2010, and



second-highest in 2009,

- Had the highest conversion rate among all tour guides for 2010 (i.e. I had the highest percentage of my prospective students eventually attend St. Olaf)

