

**EDUCATION**

Tulane University, New Orleans, LA

Bachelor of Science in Management

May 2021

Universidad Pontificia Comillas

International Marketing and Finance

Fall 2019

**INTERNSHIPS**

Kandiid, LLC., New York, NY

Software Design and Creative Director

Summer 2020

Roc Nation, New York, NY

Marketing and Commerce

Summer 2018

Alpine Investment Group, Paramus, NJ

Financial Analyst

Summer 2018

**COMMUNITY SERVICE**

Louisiana SPCA, New Orleans, LA

Animal Care Technician

Summer 2019

Evans Playground, New Orleans, LA

Youth Recreational Counselor

Summer 2017

**LANGUAGE SKILLS**

Japanese – Proficient

Spanish – Proficient

**TECHNOLOGY SKILLS**

Adobe Illustrator

Adobe Photoshop

iMovie

Logic Pro

MS Excel

MS PowerPoint

MS Word

R Project for Statistical Computing

**CLIFTON STRENGTHS**

**PROFILE**

Forward-thinking, and self-motivated college graduate with strong technological awareness committed to supporting the development and implementation of organizational projects. I am poised to collaborate with subject matter experts, and marketing professionals to execute managerial goals.

**EMPLOYMENT HISTORY**

**Co-Founder of D. VERSE, LLC**

New York, NY 11/2018 – Current

• Developed a patent for an original D. VERSE prototype, currently in production

• Created a team of managers, software and mechanical engineers, producers, content creators, promoters, athletes, and financial analysts to build the brand

• Coordinated meetings between artists, managers, and content creators to plan music rollouts

• Successfully spearhead social media promotion and advertisement plans for music releases and show dates

• Utilize major distribution platforms (DSP) platforms such as DistroKid, CD Baby, and Audio Salad to coordinate music release times

**Focus Group Ambassador, Snacks LLC**

New York, NY04/2020-02/2021

• Promotional advertisement coordinator

• Developed experimental studies to collect data about the ideal demographics of users

• Implemented marketing strategies with software engineers to build brand resonance

**Social Events Promoter, Madvilk**

Madrid, Spain 08/2019 – 12/2019

• Worked with advertisement team to increase club attendance

• Responsible for developing bi-lingual promotional materials

• Established interpersonal relationships with local citizens and college students to create interest in venue events

• Utilized social media outlets to offer promotional deals

**Busser/ Waiter/ Barback, Williamsburg Hotel**

New York, NY 06/2019 – 08/2019

• Monitored the quality of food, drinks, and sanitation standards for customer satisfaction

• Learned the construction and electrical wiring of DJ booth

• Assisted with culinary preparation for roof top bar, lounge, restaurant, and hotel kitchen

ALSTON POUGH

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