

Alexander Cranford

a.cranford@umiami.edu
(727)359-9459

Local Address

#750 Mahoney Residential
1101 Stanford Drive
Coral Gables, FL 33146

Permanent Address

6106 Seaside Drive
New Port Richey, FL 34652

Education

University of Miami, Coral Gables, Florida
Bachelor of Science in Business Administration, May 2016

Gulf High School, New Port Richey, Florida
IB Diploma Recipient, June 2012, GPA 3.93

Experience

University of Miami Athletics Department, Coral Gables, Florida

Digital Media Assistant and Marketing Engineer; December 2012 - Present

- Utilized modern design tools to generate a variety of marketing materials specifically targeted towards engaging social media
- Analyzed existing databases for trends, while creating products designed to increase data collection

Evolutions Healthcare Systems, Inc., Trinity, Florida

Data Analytics and Website Programmer; May 2013- August 2013

- Worked within a pre-existing web framework to streamline page design, improve general content, and remedy coding errors
- Conducted queries of a SQL database utilizing Microsoft Access and Excel to formulate cohesive reports and summaries

University of Miami ISACA Student Group, Coral Gables, Florida

President, April 2013- January 2014

- Managed an inherently complex student-run organization to create an enriching environment for students interested in Computer Information Systems and technology's role in business
- Coordinated a group of new officers in creating various standards for the organization to increase efficiency in future years while working on future endeavors

Honors/Activities

- AP Scholar with Distinction
- Gulf High School Astronomy Club, President
- Spanish Honor Society, Public Relations
- Attendee to American Legion Boy's State 2011 (1 of 4 Selected from Gulf High)
- Attendee to the Hugh O' Brien Youth Leadership Program 2010 (Sole Selectee from Gulf High)

Skills

- Proficient in Microsoft Office Word, Excel, PowerPoint, Publisher, Outlook
 - Working knowledge of Adobe Photoshop, Illustrator, After Effects; Gimp 2.6
 - Working knowledge of Web Design CMS tools such as WordPress, Concrete5, Joomla; HTML, CSS
 - Conversational ability in Spanish
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