

Alexa Perbix

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Objective

Position and growth within a company based on demonstrated leadership, strong client relationships, communication, and event management capabilities of a business owner.

Qualifications

Highly motivated and energetic self-starter driven by results with proven ability to identify and drive sales in a highly competitive market. Strengths in developing and maintaining relationships effectively. Extremely experienced in the beverage industry with extensive knowledge of the On-Premise and Off-Premise market.

Professional Experience

President

March 2010- January 2012

NYX Promotions

- Initiate all business needs, including building books, portfolios, budgets, and all business goals and needs.
- Started business from ground up and built strong client base and talent database.
- Recruit talent and clients all over Oregon, Washington, and Idaho and to surpass the expectations of the industry to each of them.
- Interview, train, and staff all talent based off of client needs and promotional evaluation.
- Communicate effectively with clients and staff to exceed expectations of event.
- Manage all business books and materials, effectively creating an organized and well-run environment.
- Create successful relationships among On-Premise and Off-Premise accounts as well as with distributors and manufacturers.
- Built lasting client relationships and held a strong reputation within the industry.

Regional Booking Agent

February 2009 – January 2010

Unveiled Marketing/ AC Model and Talent/ Bridgcity Promotions

- Interview, recruit, hire, and train new talent. Assess abilities and strengths of talent to find right promotional fit.
- Fully train and prepare talent for promotional opportunities.
- Communicate with clients when they are in need of talent. Effectively communicate promotional requirements and structure.
- Manage 300+ model talents on a daily basis to fill and successfully complete client requests.
- Prepare and build promotional tools needed for fulfilling week's promotional needs.
- Build new systems to increase business and client base.

Fit Expert/Event Specialist

September 2008- November 2011

Roadrunner Sports

- Created outstanding events to market Roadrunner Sports at local conventions and races.
- Analyzed customer gait cycle to determine running habits.
- Expanded customer's knowledge of the shoe brands, informing them of different components and features.
- Found customer's perfect fit and helped create a satisfactory experience in the store.

Event Work

- **206inc/Aspen Marketing- Portland Manager for Microsoft/Southwest Airlines-** Managed large month-long promotional event for Microsoft and Southwest Airlines.
- **Direction Tour Marketing- Adidas MiCoach-** Represented and informed potential customers of the benefits of Adidas MiCoach
- **GC Marketing- Svelte Protein Drink-** Promoted the benefits of soy protein drinks during a waterfront event.

Education

University of Oregon

Bachelors of Arts- Psychology

Substance Abuse Prevention Program Certificate

September 2002 – June 2006

Eugene, Oregon