

Alexander F. Bowden

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EDUCATION

The Pennsylvania State University, University Park, PA
Bachelor of Science, Labor and Employment Relations | GPA 3.46

Graduated December 2018

The University of Pennsylvania, University City, PA
Penn LPS Certificate, Full-Stack Web Development

January 2019 – July 2019

TECH EXPERIENCE

- HTML5, CSS3, JavaScript, jQuery, Bootstrap, Git, Node.js, MySQL, MongoDB, React.js, Sketch, Adobe XD, Adobe Photoshop, SAP, Avention/D&B, Citrix, Microsoft PowerPoint, Microsoft Excel

WORK EXPERIENCE

AirLiquide, Conshohocken, PA
Marketing Intern

June 2018 - August 2018

- Generated territorial lead lists for sales representatives. Tracked the day-to-day fluctuation of sales data as a direct result of lead list delivery. Created Excel pivot tables and informative visuals for senior managers to analyze results
- Cultivated relationships with colleagues across the country to ensure the delivery of region-specific leads lists, found new potential clients in multiple regions and across different product groups
- Monitored brick-and-mortar sales teams to ensure follow-up was completed for leads delivered, tracked ROI as deals were closed in direct correlation to the campaign

Philadelphia Union Professional Soccer (MLS), Chester, PA
Equipment Intern

May 2017 - August 2017

- Operated in a small department of equipment managers responsible for the overall organization of the team
- Ensured the Union was able to operate efficiently every day on the field, and supported their needs behind the scenes in the training center and during away-game travel

Airgas Inc., Conshohocken, PA
Marketing Intern

June 2016 - August 2016

- Prioritized teamwork as a member of the marketing department. Fabricated reports and PowerPoints with meticulous attention to detail, including the proper use of metrics, images, and visuals to aid in client meetings
- Developed informational deliverables requiring the simplification of advanced chemical processes to aid in the clients understanding of company offerings
- Analyzed emerging industries of interest and evaluated action plans to address organizational needs for expansion with effective go-to-market strategies

LEADERSHIP EXPERIENCE

Penn State Men's Soccer, University Park, PA
Student Manager, NCAA Division 1

August 2016 – December 2018

- Facilitated training sessions and on-field operations for a Big Ten athletics program
- Monitored training sessions and player attendance; communicated training announcements to players and staff
- Joined the program as the first full-time student manager in over a decade. Created standard operating procedures for the student manager role. Organized the training and development of new managers

Dexter Application, University Park, PA
Creative Director

December 2017 – October 2018

- Manager of marketing and design for iPhone/android music application, created UI and digital content with Sketch and Adobe Photoshop
- Directed a globally dispersed team of graphic designers, media specialists, and software engineers to develop a cross-platform music app integrating Spotify and Apple Music
- Released a working iOS beta and communicated with a test group of iPhone users to improve functionality

HONORS

Dean's List Scholar, Pennsylvania State University

December 2016 - December 2018

Boy Scouts of America, Radnor, PA
Eagle Scout, Junior Assistant Scout Master

September 2004 - June 2015