

# Alexander Fitzgerald



Kia ora, I'm Alex. I wear multiple hats in a fast-moving small business. My background is working in graduate recruitment, first running my own programme at a leading corporate law firm, followed by consulting, before joining NxtStep to advertise others' graduate programmes.

I'm a Web Developer, Graphic Designer, Account and Marketing Manager.

I'm all about lovely and effective design; about ensuring clients are delighted from start to finish, and about providing a service/product to be proud of.

## Work experience

### Talent and Media Consultant

NxtStep

Sep 2019 - Present

NxtStep is New Zealand's leading online platform for marketing graduate and internship opportunities

My role at NxtStep is varied - as a senior member in a team of four, my role encompasses everything, from client-facing work to everything digital. I've further categorised this into three distinct fields:

**Graphic Design**, where my key responsibilities include:

- video-editing (both in After Effects and Premiere) for social media, Youtube, and presentations;
- graphics (primarily in Photoshop, with some Illustrator experience) for our clients', social media and our own marketing; and
- document creation with InDesign (such as for student workbooks). I also do a pretty good Powerpoint.

**Web Administration** where my key responsibilities include:

- bespoke profile and job ad creation for key clients using CSS and JS,
- SEO and Google Ads,
- website data and analytics

NxtStep has seen an increase in traffic of 30% since 2019, some of this change being due to SEO and Ads improvements since joining last September.

**Client-facing work**, where my key responsibilities include:

- client relationship-management (I manage half our client list, and co-manage the other half),
- business development.

### Consultant

TalentSolutions

Feb 2019 - Sep 2019

TalentSolutions is New Zealand's leading intern and graduate recruitment consultancy.

My responsibilities at Talent Solutions varied from setting up clients' tools ahead of their recruitment run to coordinating marketing events, materials, etc; as well as running presentations and workshops. Additional visual work including a client newsletter and design work.

### HR Coordinator

Bell Gully

Jan 2016 - Feb 2019

Bell Gully is New Zealand's premier corporate and commercial law firm.

I joined Bell Gully in January 2016 as the HR Coordinator. Broadly, my responsibilities covered:

- running the internship programme and graduate recruitment,
- supporting the HR and BD teams during off-peak recruitment season.

**Internship and Graduate Recruitment** is in part Marketing and Employer Brand; in part Recruitment & events; and in part HR, pastoral care, and coaching type responsibilities.

Every March a marketing campaign of digital and physical collateral would be run to attract applications, with roughly 100 applicants interviewed down to a handful of successful summer clerks, with some events dotted in to engage applicants and ensure they chose us over our competitors. From mid-November until mid-February the summer clerkship programme would then run.

**Broader HR and BD support** involved a very broad array of tasks, where HR support ranged from assisting in L&D with workshops, mentoring, and technical / creative assistance in the set up of the learning portal to general HR administrative support, project assistance, and document creation (make my colleague's work look professional!). Support of the BD team was, likewise, across a variety of tasks, ranging from editing the fortnightly newsletter on occasion, supporting The Social Committee, running the Brewtiful Craft Beer Society, and assisting in marketing collateral and event invitations, mentoring and workshop facilitation, and anything else I could sink my teeth in to.

## OLDER ROLES

Consultant

July 2014 - Jan 2016

Résumé Check

Assistant Manager

Dec 2007 - July 2014  
casual (semester)

McLean&Sons

Library Assistant

Dec 2009 - July 2010  
casual (semester) / full-time (breaks)

Auckland District Court

Research Assistant

Dec 2008 - Dec 2009  
casual (semester) / full-time (breaks)

The University of Auckland

## Contact

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git: https://github.com/alex-fitzgerald

## Skills

### Web Development

- HTML5;
- CSS3;
- JavaScript & JQuery;
- Node.js & Express.js;
- JSON & API integration;
- MongoDB and Mongoose;
- React.js
- Google Analytics
- Google Cloud Console

### Communication Skills

- Experience presented workshops, seminars and lectures;
- Co-ran and edited series of tutorial videos for students providing shortform videos helping students find job opportunities;
- "The Bard of Bell Gully" - ran the Bell Gully social committee for two years and released weekly poems for three;
- "Beerable" ran the Bell Gully Craft Beer Appreciation Society, along with insightful 'lectures'
- Have been Contributor, Lead Writer and/or Editor for newsletters at last four previous roles.
- Great puns.

### Graphic Design & Digital marketing

- Photoshop
- Indesign
- Premiere
- After Effects
- Illustrator
- Google Ads
- SEO

### Interpersonal Skills

- Client-focussed approach: strive to ensure clients are happy, are well communicated with as to project status, and feel satisfied at the end of the project;
- Experience managing (both direct reports during the summer clerk programme and indirectly with junior staff in a small business);
- Consistently positive feedback from clients.

## Qualifications

### 2020 Web Development bootcamp

Udemy

2020-2021

HTML, CSS & Bootstrap, JavaScript & JQuery, Node.js & Express.js, SQL, MongoDB & Mongoose, and React

### Bsc - Psychology

University of Canterbury

2010 - 2014

Final Year Papers Included:

Org. Psych; Social Psych; Family Psych; Environmental Psych

### Certified DISC trainer

Everything DiSC

2018

DISC is a personality and behavioural assessment used by organisations to improve teamwork, communication, and productivity.

### First aider level 1

St John's

2018