



ALEXA SUE AULT

Versatile experience designer with entrepreneurial spirit. Broad understanding of marketing roles primarily in the outdoor lifestyle industry. Strong design skills in UX/UI, brand strategy, and storytelling that builds a community around the brand.

EDUCATION

UNIVERSITY OF COLORADO, BOULDER, COLORADO – UX DESIGN AND CREATIVE TECH-2015

ARIZONA STATE UNIVERSITY, TEMPE, ARIZONA – BA IN DESIGN MANAGEMENT-2011

EXPERIENCE

BOULDER DIGITAL WORKS; BOULDER, CO – 2015

BDW is a non-traditional, project-based, digital product development program that integrates digital design, technology, strategy, and business.

- ▶ CMO of Fireside TV a start up, app-free platform that holds all users streaming services.
- ▶ Executed in collaborative, innovative, and unique digital development for upcoming companies like Uber, Spiffly, and Bernardin Mason Jars.
- ▶ Delivered experiences in app development and software as a service or product.
- ▶ Hands on participation in aligning business, design, and engineering on product/service goals, requirements, and roadmaps, resulting in successful product launches.

MARKETING COORDINATOR, THE PUBLIC WORKS; DENVER, CO – 2014-2015

Developed market strategy campaigns that focused on company growth, branding, and community presence.

- ▶ Increased social media presence by 83% in less than one year using cross-promotional marketing with larger companies such as Redbull, Spyder Active, Helly Hansen, and Levis Strauss.
- ▶ Used Google Analytics and Facebook Insight to evaluate data to measure progress of company growth.
- ▶ Led weekly recap meetings to set and track progress on monthly and quarterly goals and to strategize cross-promotional opportunities.

MARKETING COORDINATOR, ICELANTIC SKIS; DENVER, CO – 2014

Developed and shared Icelantic's story and vision through all brand communications as a summer intern.

- ▶ Grew digital e-commerce 13% within six months through organization and enrollment in community marketing, tracking user patterns, and assistance in company's promotions.
- ▶ Developed and executed company events and product launches. Grew First Fridays events from 200+ people (June) to 600+ people (October) by elevating presence in social media and sourcing additional avenues of marketing and branding.

COMMUNITY RELATIONS MANAGER, LULULEMON; VARIOUS LOCATIONS – 2010-2014

Worked in multiple locations across the Western US to successfully build the community programs in social media that drove an increase in sales and grew brand presence in specific target communities.

- ▶ Created Phoenix's first annual "Hotasana" event, was the first sustainable hot yoga class in Arizona utilizing the summer heat which now attracts 250+ guests annually.
- ▶ Managed community team to recruit and enroll local stand out athletes, worked closely with the LA Kings and professional triathletes in the Boulder/Denver area to build brand's ambassador program and gathered research and developed products, eventually leading to the opening of the first men's store.

SKILLS

Expert in Adobe Creative Suite || UX/UI design || Strategic writing and storytelling || Ad and PR campaign development || Creative branding and digital marketing || HTML5 and CSS3 || Account management and leadership || Event planning and execution || Barista || Adventure seeker