

Alexander J. Suglio

4629 Poinciana Street APT #313
Ft. Lauderdale FL 33308
(954) 579-3168 alexandersuglio@gmail.com
LinkedIn www.linkedin.com/in/alexandersuglio/

Education

Full Stack Developer Certificate

August 2017

University of Central Florida, Orlando FL

Bachelor of Science in Business Administration - Marketing

December 2014

University of Florida, Gainesville FL

Experience

Multimedia Marketing Specialist, Xceptional Marketing LLC, Orlando, FL 6/2016- Present

- Film, edit, and produce content for various PGA clients ranging from instructional videos to webmercials
- Implement and evolve high impact strategies for attracting new business on social media
- Assist with running promotional marketing campaigns and online product launch

Television Production Assistant, KOCT Community TV, San Diego CA 1/2016- 10/2016

- Started as a volunteer to increase knowledge in the local TV industry, led to paid position
- Assistant to station's Technical Director and Chief Engineer during live broadcasts
- Operated audio and visual mixer in station control room
- Help set up and dismantle sets and camera equipment before and after shoots

Staff Producer, Medicus-KickX Golf, San Diego CA 4/2015- 6/2016

- Scriptwriter, director, and producer of Direct Response TV spots that air nationwide on NBC Golf Channel
- Managed and responsible for all phases of production and editing of original slates sent to TV Dub House for network approval
- Created and pitched treatments, scripts, B2C and B2B web copy under very rigid deadlines
- Directed talent and coordinated logistics of offsite video shoots while maintaining budgetary and time constraints

Freelance Contributor/Writer, CollegeHumor.com, New York NY 8/2014- 6/2015

- Multiple articles featured on CollegeHumor's homepage
- Created, developed, and wrote original content for CollegeHumor.com
- Corresponded with editors frequently to pitch and further sculpt ideas

Staff Cartoonist, Independent Florida Alligator, Gainesville FL 8/2014- 1/2015

- Sole cartoonist on staff for the largest student run newspaper in the nation
- Regularly tasked with creating original illustrations and captions within weekly deadlines

Content Tutor, University of Florida Athletic Association, Gainesville FL 8/2013- 4/2015

- Specialized in Micro and Macroeconomics
 - Analyzed student comprehension, monitored class progress, and prepared goals
 - Prepared weekly reviews designed to engage student interest and improve understanding of concepts
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TECHNICAL SKILLS

Browser based technologies (HTML, CSS, JavaScript, jQuery, Responsive Design)

Server Side development (Node.js, Linux, Apache, MySQL, and PHP)

Design/Production- Adobe Creative Suite, Tricaster Visual Switcher

AWARDS

Five Time Recipient, Alfred & Rose Miniaci Foundation Scholarship	2010-2016
Two Time Recipient, Holy Cross Hospital Medical Staff Scholarship	2010-2014
Recipient, Florida Bright Futures Scholarship	2010-2014
Dean's List: Fall 2012, Spring 2013, Fall 2013	2012-2013
Second Place Nationally, CollegeHumor Scholarship Competition	July 2013
University of Florida President's Honor Roll	Spring 2013