

Alexandra Hill Olds
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RELATED WORK EXPERIENCE

McCann Erickson/CRAFT

Digital Production Coordinator

January 2015 – Present
New York, NY

- Manage multiple digital projects for clients such as Microsoft, L'Oréal, MasterCard, General Mills, State Street, Verizon, U.S. Army, and Lockheed Martin.
- Produce HTML5/flash/rich media banners, out-of-home displays, apps, games and custom websites for both external and internal clients simultaneously and under tight deadlines.
- Work directly with client teams, developers, and third party vendors or offshore partners as necessary, from inception to launch by conducting calls, monitoring and escalating project risks, soliciting feedback, and making updates to deliverables.
- Establish and enforce a streamlined workflow of agency project-related processes including project set-up, QA/deployment and post-mortem processes.
- Spearhead financial processes including managing and processing vendor invoices, P&L reports, client billing, and department finance reporting.
- Work on the Webmaster team for Enterprise Army Brand Portal by overseeing content accuracy and website maintenance.

Bliss Integrated Communication

Associate Account Executive

September 2014 – December 2014
New York, NY

- Worked on various accounts servicing the healthcare, financial services, and professional services sectors with clients such as Chubb, BDO, Symphony, Fidelity, and Bank of the West.
- Managed day-to-day client activities including strategy, research, planning, pitching, news monitoring, and press relations.
- Developed and wrote pitches, articles, press releases, press statements and other industry-related content.

LeaseLabs | DZAP Group

Account | Project Coordinator

June 2014 – September 2014
San Diego, CA

- Responsible for running and providing support on accounts in the multi-family housing, restaurant, and hospitality sectors.
- Worked with clients and internal team on branding, marketing, and website design campaigns.
- Managed web projects for clients through the entire project lifecycle from strategy to design to technical implementation.
- Developed contracts, creative briefs, campaign scope of works, project plans, and functional specification documents.
- Collaborated with content strategists, UX designers, graphic designers, QA Engineers, and Web Developers to create CMS-based websites.

EDUCATION

Loyola Marymount University

Bachelor of Arts in English Literature and Spanish
Graduated Cum Laude in 2013

August 2009 – May 2013
Los Angeles, CA

Saint Louis University

Study Abroad Program

January 2011 – May 2011
Madrid, Spain

PROFICIENCIES

Spanish, Microsoft Office (Word, Outlook, Excel, PowerPoint, Publisher, Project), FogBugz, JIRA, SAP Vantage, Smartsheets, Meltwater, Basecamp, Google Analytics, Measureful, Pivotal Tracker, Team Gantt, Adobe EchoSign, Photoshop, Illustrator, and InDesign.