

Alexandra Brown

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COMMUNICATION EXPERIENCE

*Director, Content Development, **Evanta**, Portland, OR, 2012-2015*

- Managed and produced compelling business leader conference agendas for fortune 1000 Executives from Event launch through execution
- Demonstrated strong project, program and personnel management by executing on complex and concurrent deadlines and collaborating across functional departments and organizations
- Contributed content and editorial support for digital and print including promotional marketing and internal training materials
- Partnered with key account owners to execute on sponsorship entitlements for Evanta's most strategic partners

*Senior Community Development Specialist, **Evanta**, Portland, OR, 2011-2012*

- Managed a nine-person team responsible for facilitating database management, registration concierge services, building invite pools for emerging markets, and organizing post-conference evaluations
- Developed training structure and manual for employees; adopted by Evanta as a comprehensive tool for training, evaluation and feedback
- Managed event timeline for all direct mail and e-mail marketing pieces (over 130 annual events)

*Group Sales Coordinator & Front Desk Supervisor, **Hilton**, Fort Collins, CO, 2010-2011*

- Promoted to Sales Office and Front Desk Supervisor after three months
- Trained and supervised 12 Front Office Staff Members
- Coordinated event logistics and onsite support including AV requests, administrative tasks, client phone and e-mail interface
- Managed operational functions of group and event block management

*Public Involvement & Communications Project Coordinator, **JLA Public Involvement**, Portland, OR, 2010-2011*

- Customized communication plans for current client assignments with project team
- Assisted at public meetings and created comprehensive meeting summaries and survey feedback
- Contributed to development and editing of website and public information material content
- Data and contact database management

EDUCATION

*BA Journalism & Communication, **University of Oregon**, Eugene, OR, 2010*

- Public Relations Emphasis, Spanish Minor

*Study Abroad in Argentina, **CIEE Argentina**, Buenos Aires, 2008*

- Latin American School of Social Sciences, University of Buenos Aires, Catholic University of Argentina