

Alex Capi



(509) 834-0335



alvarale97@gmail.com



linkedin.com/in/alex41



Seattle, USA

PROFESSIONAL EXPERIENCE

My Little Restaurant

Director of Public Relations

Selah, WA

Oct 2019-Present

- Developed the Mexican restaurant's website while advising all digital marketing activities
- Established local partnerships in the area, participating in community events throughout the year
- Executed the grand opening day campaign, featuring the story and a 3-month print ad in The Selah Journal
- Supervised the restaurant's social media channels, reaching a fan base of 500+ supporters within the first quarter

Convoy, Inc.

Live Operations Specialist (contract)

Seattle, WA

Jul-Oct 2019

- Contacted freight industry users on thousands of shipments to resolve supply chain issues
- Compensated eligible clients over tiered incidentals and escalations via email, phone, and SMS monitoring
- Fulfilled miscellaneous tasks including data entry, app beta testing, and translating

University of Washington

Student Activities Office Assistant

Seattle, WA

Oct 2017-Aug 2019

- Managed data systems for 1,000+ registered student organizations and academic entities
- Provided office coverage, event preparation, interviewing, and peer advising services at the Husky Union Building
- Represented the department at academic and staff-related events and meetings

Rainier Athletes

Nonprofit Sales Intern

Bellevue, WA

Apr-Jun 2019

- Generated leads and prospective corporate sponsors to further financial development goals
- Procured over 150 donation items with the staff for the annual Shape the Future auction
- Shadowed mentors and facilitated weekly community events to at least 100 student athletes in grades 5-12

UW Department of Communication

Undergraduate Assistant

Seattle, WA

Apr 2018-Jun 2019

- Conducted a variety of outreach and administrative duties set by the public relations lead professor
- Composed a crisis plan with emergency procedures with Emerald City Tattoo & Supply
- Integrated the annual Waterfront Festival campaign with the Edmonds chapter of Rotary International

KB Connects LLC

Social Media Intern

Mill Creek, WA

Nov 2014-Mar 2015

- Executed social media leadership and content strategies for a patent-pending earbud storage device
- Monitored a \$5,000 crowdfunding campaign, coordinating the Twitter account with the owner

LEADERSHIP DEVELOPMENT

Future Business Leaders of America – Phi Beta Lambda, Inc.

Zeta Beta Phi Chapter President, PBL State Officer, National Executive Assistant

Washington Association

Sep 2015-Jun 2019

- Co-founded the Seattle chapter with notable FBLA alumni, recruiting college students all across the Pacific Northwest
- Launched biweekly local and state e-newsletters, social media and blog posts, and website updates
- Participated in 2 national competitions: Job Interview (6th place), Integrated Marketing Campaign (10th place)
- Presided 4 state leadership conferences and adopted interactive workshops, speaker series, and industry networking

EDUCATION

University of Washington

Bachelor of Arts, Communication; Informatics minor

Seattle, WA

Jun 2019

- Campus Involvement: HUB Board of Representatives, Husky Leadership Initiative, UW Alumni Association
- Michael G. Foster School of Business: Rhodes Professional Sales certificate
- Triple Impact Africa: a study abroad program focusing on Moroccan sustainability entrepreneurship efforts

Sep 2016

North Seattle College

Associate in Business

Seattle, WA

Jun 2018

SUMMARY OF SKILLS

Analytical (Elementary)

Google Analytics, Hootsuite, Mailchimp, Salesforce

Interpersonal

Adaptability, Mentorship, Project Management

Language Proficiencies

English, Spanish

Technical (Intermediate)

Adobe Creative Suite, HTML5, Microsoft Office, R