

ALEXANDRA SAMSON

INFORMATION TECHNOLOGY & DIGITAL MARKETING



Altona, Melbourne



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alexandramsamson

PROFESSIONAL PROFILE

With nearly a decade of experience in digital marketing and a recently completed Bachelor's degree in Information Technology, majoring in Cybersecurity, I am excited to transition into the IT field. I bring a unique combination of strategic thinking, foundational technical skills, and a strong commitment to continuous learning and professional growth. My goal is to contribute meaningfully to an organization's cybersecurity initiatives by safeguarding digital assets and supporting the implementation of effective security measures.

EDUCATIONAL TRAINING

KENT INSTITUTE MELBOURNE

Bachelors in Information Technology
majoring in Cybersecurity
2024

Focused Courses:

- Data, Network and Web Security
- Advanced Database Design and Development
- Project & Quality Management
- IT for Business Organization
- Developing Website Information System

UNIVERSITY OF THE PHILIPPINES/MIRIAM COLLEGE

Bachelor of Arts in Mass Communication
2016

Focused Courses:

- Film Making
- Communication Research

CERTIFICATES

- Basic HTML/CSS/SQL/JAVA
- Colour and responsive design
- Technical support fundamentals
- Corporate governance
- Social media/SEO
- Diploma in caregiving
- Essentials of leadership

WORK EXPERIENCE

Trainee Developer

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- Undergoing a 12-week intensive software engineering training learning different languages such as HTML, CSS, JavaScript, and React. Accomplished different challenges and project to hone skills as a developer.

MARKETING MANAGER

Melbourne Cellar Door | May 2023 to present

- Proficient in graphic and video design, adept at all facets of digital marketing, and experienced in system management and managing events and partnerships. Skilled in planning site designs and preparing financial reports, with a knack for conducting market research. Successfully elevated social media presence by approximately 281.81% by orchestrating events, promotions, and collateral materials, resulting in a substantial boost in follower count.

COOK

Melbourne Cellar Door | April 2022 to February 2024

- Responsible for assisting other chefs in food preparation, maintaining cleanliness and organization in the kitchen, and ensuring smooth operation during service.

INVESTIGATION SPECIALIST

Uber | November 2021 to February 2022

- Handle sensitive concerns, complex and critical, from Uber users via JIRA

MARKETING ASSISTANT

Anytime Fitness | March 2019 to May 2020

- Proficient in feasibility and market studies, adept at lead generation, experienced in managing events and partnerships, and skilled in nurturing client relations.

SOCIAL MEDIA SPECIALIST

FREELANCE | 2017 to 2022

- Experienced across diverse industries including food and beverage, health and wellness, and beauty, cosmetics, and fashion. Proficient in all aspects of digital marketing, including financial and marketing report preparation, as well as graphic design.

EXECUTIVE SECRETARY TO THE CHAIRMAN

GM Bank | November 2020 to January 2022

- Manages all schedules and files efficiently while coordinating with companies associated with the chairman.