



Alex Truesdale

Digital Marketing ■ Project Management ■ Design

Experience

Digital Marketing & Project Management Intern

ctrl QS GmbH – May 2016 to December 2016
Berlin, Berlin | Germany

- ◆ Align stakeholder communication for NIVEA digital operations
- ◆ Provide client support and training for in-house digital business systems
- ◆ Standardize processes for content adaptation & client communication
- ◆ Design campaign pages via Sitecore CMS system & database tools
- ◆ Report on campaign activity & growth opportunities in Google Analytics
- ◆ Maintain backend of CMS item hierarchy & naming conventions
- ◆ Monitor client brand style guidelines across multiple channels
- ◆ Ensure precise rollouts of campaigns within time & budget parameters
- ◆ Build dashboards in JIRA to track service levels and issue resolution
- ◆ Structure knowledge sharing to maintain/improve service quality

Digital Marketing Assistant

Center for Education on Social Responsibility – July 2015 to May 2016
Boulder, CO | United States

- ◆ Wordpress & Drupal CMS site design & management
- ◆ Analyze webpage, social media & search health in Google Analytics
- ◆ Produce printed and digital materials in Adobe Creative Suite
- ◆ Develop SEO focused content strategy & page design
- ◆ Pursue and maintain business partnerships
- ◆ Write blog stories and website copy

Personal Data

Website | alextruesdale.net

Date of Birth 08 October, 1993

Nationality United States

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Education

University of Colorado, Boulder

Boulder, CO | United States

Leeds School of Business – Grad. December 2017

Double BS-BA | Marketing & Information Management

ATLAS School of Design – Completed May 2016

Certificate | Technology, Arts & Media

University of Wollongong

Wollongong, NSW | Australia

Semester Abroad – February 2014 to July 2014

World Trade Center Denver

Denver, CO | United States

International Trade Certificate – Completed May 2016

Computer & Language

Google Analytics & Adwords Certifications

Microsoft Office advanced

Adobe Creative Suite advanced

CMS Software advanced

HTML intermediate

CSS intermediate

Javascript basic-working

SQL basic-working

English native-speaker

German beginner

Spanish beginner