



# ALEXANDRA WEIGMANN

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## PROFILE

-  fb.me/alexweigman
-  @alexweigman
-  @alexandratweets

## OBJECTIVE

I am a retail marketing consultant seeking a full-time position in the field of retail and marketing, where I can apply my knowledge and skills for continuous improvement. I have broad experience in retail management and market research, developing strategies that drive products to success

## PROJECTS & INTERNSHIPS

### Marketing Specialist

Great Ideas Inc.

Jan 2013 - Dec 2014

- Developed a social media strategy to increase following
- Spearheaded a viral campaign for one of the company's new products
- Market research for an innovative new product line

### Brand Manager

Rich Media Interactive

Feb 2011 - Dec 2012

- Implemented and improved internal communications system between accounts
- Created new branding collaterals for a private label company

### Product Intern

Twilight Multimedia

Apr 2010 - Aug 2011

- Spearheaded creative visual merchandising projects for 10 retail branches
- Led a successful launch event for one of the company's new products
- Tracked daily expenses and transactions

## SKILLS

- Retail Management
- Consulting
- Budget Control
- Visual Merchandising
- Account Management
- Brand Development
- Market Research

## EDUCATION

2009 - 2013

**Bachelor of Arts, Major in Marketing Communication**

University of Dundee

GPA: 3.9

May - Aug 2010

**Certificate in Retail Management**

University of London

Short Course

May - Aug 2010

**Certificate in Retail Management**

University of London

Short Course

## ACHIEVEMENTS

- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua
- Odio facilisis mauris sit amet massa vitae tortor condimentum.
- Neque ornare aenean euismod elementum.