

# ALEXANDER LYNN

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## WHO I AM

- + I'm equal parts: brand strategist, UI/UX wonk, perpetual student and entrepreneur. Fascinated by technology, innovation and emerging media channels, I devise solutions that help reduce friction between brands and consumers.

## SCHOOLING

### Concordia University

*Bachelor in Communication Studies  
Dean's List*

### College André Grasset [CEGEP]

*DEC Business Administration*

## WHAT I'VE BEEN UP TO

### + Boston Startup School - Tech Stars [2012 Cohort]

- Immersive startup bootcamp run by the fine folks @ Tech Stars

### + TEDxMontreal [Co-organizer // Co-curator]

- Scoped out [and selected] speakers & sponsors
- Oversaw a 60000\$ budget and team of 10+
- Established the vision and strategic plan of the burgeoning organization

### + BBDO Montreal (Nolin) [Strategy Intern]

- Worked with chief strategist on creative briefs, new business and project pitches
- Led ideation and creation of several web based projects/platforms

### + Independent Startup Consultancy [client: Hockey Supremacy]

- Consulted on the user experience and user flow of their e-commerce website
- Devised, planned and executed all their web based marketing initiatives
- Grew their online fan base from 0 to 6500+ in the space of 2.5 months

### + Isaix Technologies [E-learning Consultancy]

- Oversaw planning, execution and production of client related media projects

## WHAT I BRING TO THE TABLE

- + An ability to brutally simplify, connect the dots and recognize emerging trends
- + A knack for translating interesting tidbits of tech/culture into innovative new ideas
- + Production skills in digital technologies [Adobe Suite, Apple final cut, basic html/css]
- + Complete fluency in French

## AWARDS & ACCOLADES

- + Won 2010 advertising challenge at BLEUBLANCROUGE, one of Canada's Top 10 Agencies
- + Nominated in top 5 short films at the Young Cuts International Film Fest