

ALEXANDRA W

GEOGRAPHY: Geographically Flexible, Northern California and Bay Area, Southern California

INDUSTRY: Consulting/Management, Entertainment, Marketing/Advertising, Publishing/Editing,
Visual Arts/Design

Education

Scripps College, Claremont, CA

Expected May 2015

- Bachelor of Arts in Media Studies with focus on digital/electronic media, film theory and graphic design
- 3.7 GPA; Deans List 2012-2013

International School of Geneva, Geneva, Switzerland

2009-2011

- International Baccalaureate

The Brearley School, New York, NY

1998-2009

Senior Thesis

Developed website about representation of women in comics and portrayal of characters and female creators in the industry. Awarded honors thesis in Spring 2015; Currently working to launch site and broaden content.

Work Experience

Free Ulli (Independent Film), Malibu, CA

Production Assistant

June-July 2014

- Managed talent, dealt with organization on a short timeframe and funding on a limited budget
- Worked on creating props and content development, as well as with lighting and sound

The Blair Partnership / Pottermore, London, United Kingdom

Intern

August-September 2013

- Collaborated to manage branding, content, merchandise and environment for Wizarding World of Harry Potter
- Used Excel and Red Dot CMS to streamline uploading and development of content for Pottermore
- Aided in the structuring and basic editing of translations of kindle and .epub versions of the books

The World Science Festival, New York, NY

Media and Marketing Intern

May-June 2013

- Assisted in website creation and implementation of icons and content; designed posters for on-site use with Illustrator and Photoshop
- Facilitated and organized content for official World Science Festival App
- Supported hospitality, tickets and scheduling for Participants, Donors and Guests

Production and Editorial Intern

May-June 2012

- Supported development of show-flows and multi-media products for live programs
- Coordinated communications to and arrangements for participants, donors and guests of annual Gala and Festival

Media and Production Intern

June-July 2010 and 2011

- Developed proposal for Festival's activation of social media; participated in website content strategy reevaluation
- Reorganized and archived press books, donor and Festival participant databases (internal Facebook), and cataloged raw film data
- Assisted event production staff with backstage and green room set-up

Skills

Computer: Adobe Creative Suite: Illustrator, Photoshop, InDesign, Flash, Prelude, Premiere; Microsoft Office Suite, Mac Office Suite; Administration and Applications: RedDot CMS, Marcato; Experience with HTML5, CSS, Processing.

Languages: Conversational French; Basic Spanish

Volunteer and Service

Habitat for Humanity (*Laredo, TX / 2009*), Student League of Nations (*Geneva, Switzerland / 2009*), Model United Nations (*Doha, Qatar / 2010 and Panama City, Panama / 2010*), Senior Art Exhibition at the World Health Organization (*Geneva, Switzerland / 2011*), Produced and Directed RENT and Chicago (*Geneva, Switzerland / 2010*)