

# Alex Dembowski

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## OBJECTIVE

To work for a local Chicago company that can provide a marketing focused career path, and professional development, in product marketing, sales management, and/or brand development.

## EDUCATION

### Bachelor of Business Administration

August 2009- April 2013

Loyola University of Chicago

Major: Marketing

Quinlan School of Business GPA: 3.12/4.0

### High School Diploma

June 2009

Mount Carmel High School, Chicago IL

Honors with Distinction in French

Vice-President Multi-Cultural Club

## EXPERIENCE

Forever Yogurt, Chicago IL

October 2012 – May 2013

### Marketing Intern

Created, monitored, and distributed consumer surveys via social media and other online mediums. Analyzed surveys for both qualitative and quantitative metrics and presented findings to senior management. Performed projects as assigned by the Chief Operations Officer and the Art Director/Co-Founder. Worked with teams on several marketing projects and on product innovation for a new product line. Provided assistance with other tasks auxiliary to my primary role, such as cutting and organizing flavor labels and basic market research.

- Created a twenty-page guidebook, based on Forever Yogurt's business plan, explaining to franchise owners the allocation of local/national marketing funding, which included a detailed synopsis of various components vital to franchisees' understanding to properly operate a store location /social media management, in-store signage, and digital webpage management.
- Identified cheaper suppliers for various product items being incorporated into Forever Yogurt's in-store merchandising efforts.
- Researched and created a comprehensive Competitor Identification report listing all Forever Yogurt business competitors within the Chicago metropolitan area.

Les Eboulements Plateau Resident Associates Les Eboulements, Quebec, Canada June-August 2005, 2006, 2007

### Agricultural field worker

Contracted to perform field and landscaping projects by various land-owners including working various machinery, mowing fields, burning debris, exterminating invasive pests, planting trees and flora, and transporting materials.

- Improved French skills in order to better communicate with clients regarding work deliverables and to better grasp instructions on how to use equipment.
- Developed labor-intensive skills and the ability to properly use and repair field equipment.
- Worked under minimal supervision to become self-efficient which led to a loyal customer base in the region evidenced by repeat engagements during subsequent years.

## OTHER

- Volunteer at Saint Thomas the Apostle Church ( July-August 2011)
- Became proficient with InDesign tools on Mac (August 2013)