

ALEX

Webster

*experience***Mozingo Lake - Recreation Area (Fall '12)**

Advanced Advertising Strategies Class - survey, target and media teams

- \* Build and conduct surveys, conduct research, analyze target
- \* Develop an effective media strategy to introduce the new brand

**Science City (Spring '12)**

Knactive, Rebrand Science City - Media Manager

- \* Conduct Research, and work closely with team to develop a new Scouts Program
- \* Develop media strategies to enhance the client's integrated marketing plan.

**ARC Campaign for MPCDD (Dec. '12)**

Volunteer - Created a campaign used as a visual aid in a presentation to the MO state capital.

- \* Worked closely with the ARC to create posters to use with their presentation.

**Old Navy Point of Purchase Marketing Research (Spring '11)**

Promotions Class - Conduct research of Old Navy's Point of Purchase Marketing.

- \* Studied and conducted in-store research.
- \* Suggest new marketing strategies to enhance Point of Purchase Marketing.

**Cabela's Media Plan (Fall '10)**

Media Advertising Class - Develop a media plan

- \* Research client and target market
- \* Brainstorm and develop an effective media strategy to enhance hunting supply sales.

*employment***Northwest Student Media, NWMSU: Advertising & Marketing Manager (Aug. '12 - Dec. '12)**

Manage Student Media advertising and marketing department.

- \* Coordinate meetings, schedules, client lists and sales
- \* Critiqued creative and marketing campaigns for clients.
- \* Matched overall sales of '11-'12, in the first semester of '12-'13

**Strategic Campaigns Incorporated, Kansas City MO: Intern (May '12 - July '12)**

Entry level Business to Business sales

- \* Underwent management training program.

**NW Missourian, NWMSU: Advertising Manager (Jan '12 - Aug. '12)**

Manage Advertising team and sales for the Northwest Missourian.

- \* Lead sales team
- \* Coordinate meetings, schedules, client lists and sales

**NW Missourian, NWMSU: Account Executive (June '11 - Dec. '11)**

Manage and service clients of the Northwest Missourian

- \* Developed individual client campaigns
- \* Sell the various products of the Northwest Missourian.

*education***Northwest Missouri State University**

Bachelor of Science

Date of Graduation: December 2012

Major: Advertising

*skills*

- \* Illustrator
- \* Adobe Photoshop
- \* InDesign
- \* Microsoft Office Programs

*activities*

- \* Sigma Sigma Sigma Sorority - Member
- \* AdInk - Member
- \* Camp Quality Northwest Missouri - Volunteer Companion