



## CONTACT

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🏠 1717 E. 9th St.  
Cleveland, OH 44114

## EDUCATION

### BACHELOR OF ARTS: PSYCHOLOGY

*Minor: Economics*  
2015

University of Miami  
1320 S. Dixie Hwy  
Coral Gables, FL 33146

### THE BULLIS SCHOOL 2011

### CASE WESTERN RESERVE UNIVERSITY

Full Stack Web Development  
Bootcamp

## COMPUTER SKILLS

Full Stack Web Development  
Microsoft Office  
Excel  
Wix  
WordPress  
Canva  
Mockups  
Adobe XD CC

## SOCIAL



<https://www.linkedin.com/in/alex-joo-b35232aa>



<https://github.com/jooal>

# ALEX JOO

## EXPERIENCE

### MARKETING & COMMUNICATIONS

CLEVELAND, OH

#### Flashstarts | September 2018 - Present

- Increase engagement and growth on social media platforms by implementing strategic hashtags, increasing and improving posted content, and engaging with online community.
- Build and design website for new blockchain fund using basic HTML, CSS, Bootstrap, and Wordpress. This included conducting research for blockchain case studies and creating graphics with Canva.
- Create marketing strategies and drip campaigns for investor outreach and organize foundation of blockchain fund.

### MARKETING COORDINATOR

CLEVELAND, OH

#### Opu Labs | March 2018 - October 2018

- Grew Instagram profile from scratch. Implemented strategic hashtags, engagement, and content to create brand awareness. Engaged with influencers and kept followers up to date on announcements and development of IPO.
- Contributed to remodeling of mobile app mockups, including design and functionality.
- Carried out investor outreach, which included rounds of drip campaigns, sparking communication between our CEO and potential investors, and contact research.

### EXECUTIVE ASSISTANT

CLEVELAND, OH

#### Ernst & Young | June 2016 - July 2018

- Support 8-10 partners with short and long term projects, including calendaring, travel, expenses, and research projects.
- Use Excel and PowerPoint to create data analysis, marketing lists, and presentations for customers while utilizing different programs, such as InterAction.
- Assist Consumer Product & Retail market board leader with account reviews, market board meetings, and maintaining account project progress.

### INTERN

#### Fortress Innovation | June 2015 - Sept. 2016

SEOUL, S. KOREA

- Developed and designed website for risk management consultant firm using WordPress.
- Responsible for information on different products displayed on each page.
- Enhanced marketing by establishing social media tools within the company, by creating FaceBook and YouTube presence.

### ART GALLERY INTERN

#### The Hangar Gallery | June 2014 - Aug 2014

MIAMI, FL

- Managed public relations for individual artists by monitoring social media accounts with recent news and updates.
- Coordinated events and assisted in transactions and informing clients about artists.
- Sourced and managed relationships with a variety of sponsors, public relation agents, models, fashion designers, and art showrooms.

### RESEARCH ASSISTANT

#### Children's National Medical Center | June 2014 - Aug 2014

ROCKVILLE, MD

- Performed data analysis using SPSS on multiple assessment tests for autistic children to support diagnosis of cognitive disorders as well as evaluate mental and physical aptitude.
- Participated in case studies with medical staff to examine high-risk children who presented feasible legal altercations and intense family and community conflicts.
- Observed testing and evaluation of autistic children to accurately classify children in correct category of mental and physical functioning for local and national data.