
Alexander Turney

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EDUCATION

University of California, Berkeley

Intended Industrial Engineering and Operations Research (IEOR) Major

High School GPA (10-12) - 4.39

SAT: 2080 | Reading: 740 | Math: 740 | Writing: 600

Expected Graduation: May 2015

GPA: 3.5

EXPERIENCE

Fitbit Inc. – Manufacturing Engineering Intern

Digital Fitness Tracker Company

May 2013-August 2013

San Francisco, California

- Worked on document control within the online Arena database. Added new part numbers to the system, managed technical datasheets and regulatory files, created engineering change orders, and created assemblies.
- Went to China to visit Flextronics and test/analyze units. Designed and created in-house test fixtures to test units as well as worked with local labs (National Technical Systems) to conduct various tests.
- Conducted failure analysis on products. Read schematics and conducted battery discharge tests, individual Printed Circuit Board component testing, out of specification mechanical parts, bad springs, and firmware issues.

Superb Productions – Photography Intern

Student Union Program, Entertainment, and Recreation Board

September 2012-Present

Berkeley, California

- Served as a photographer for copious events including concerts, film screenings, game nights, student competitions, etc.
- Proficient in editing photographs in Adobe Photoshop and Aperture including the watermarking of images.
- Helped manage Superb's Facebook page and uploaded photographs to the website in order to promote future attendance of events and to document the events that Superb plans for the Students of UC Berkeley.

Armada Skis Inc. – Intern Analyst

Third Largest Privately Owned Ski Company

May 2012- August 2012

Costa Mesa, California

- Recovered over \$5,000 in lost revenue by determining the validity of warranty claims and contacting the manufacturers
- Analyzed fractured skis and recorded the primary reasons for faulty skis in order to realize possible manufacturing problems

Here Today Gone Tomorrow – Sales Associate

Privately Owned Furniture Store

2009 – Present (Summers)

Costa Mesa, California

- Helped with the purchasing of furniture, customer service, and present for major decisions such as whether or not to franchise new stores or to buy new property.
- Communicated with customers in the store to provide delivery assistance, place special orders, and negotiate pricing
- Photography and design work to help create ads that were placed in Coast Magazine and to create business cards

ACTIVITIES

American Advertising Federation (ImagiCal) – Media Planning

UC Berkeley's Advertising Competition Team

September 2012- Present

Berkeley, California

- Planning a multimillion-dollar budget by evaluating and researching the profitability of different media vehicles including Social Media, TV, print, etc. in order to create the most efficient and effective strategy of placing ads.
- Researching target markets in order to better understand geographical location, socioeconomic status, and likes/dislikes so that the most effective media strategy can be conceived.
- Working to develop multimillion-dollar national advertising, marketing, and public relations campaigns for corporate sponsors and the presentation of the campaign at the AAF National Student Advertising Competition.

Sigma Chi Fraternity- Recruitment Chair, Historian, Chapter Editor, Composite Chair

Alpha Beta Chapter

September 2011- Present

Berkeley, California

- Photographed and made videos of chapter's philanthropy, parties, and other events
- Helped to improve the public's view of the organization by keeping the website and Facebook page updated with philanthropy photographs and recent events the chapter has participated in

SKILLS/INTERESTS

- Photography: Shadowed Professional Photographer Darnell Renee, Shoot with a Canon 7D
- Experience with Adobe Photoshop, Aperture, iPhoto, iMovie, Final Cut Express
- Know Python, Matlab, and HTML programming languages