



Hi, I'm Alex.

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ALEXANDRA BOWEN

Who I Am

Community and Developer Relations is my passion. It's why I wake up in the morning and what I love to do. I am your fans #1 fan! I first fell in love with Community during my formal training as a Urban Planner/Designer. My community experience was as a "hands on", offline Community Developer through stakeholder engagement events and charrettes, where I fostered community engagement around ideas and design problems. I fell in love with Communities and decided to make that my full time career path! Now, I have experience with online and offline communities that have expanded my technical and online repertoire.

I have created Community and Social Media strategies from the ground up and have been a one person community team who wears tons of hats. I have managed social media accounts with over 5 million likes, online technical support forums with over 500,000 members, customer support/experience, created content, written blog posts, guidelines & documentation, created, grew & fostered offline meetups and events ranging from 15-300 people, led trainings, & webinars... and much more!

I am a Community Manager focused on helping companies put *Community* in the heart of their operations & become a Community-Driven Business.

I am an evangelist and passionately advocate for developers' needs and help them build their brilliance.

DreamFactory//Head of Community & Developer Relations

New York, NY April 2016 - Present

- Represent DreamFactory by speaking at conferences, meetups, user groups, webinars, hackathons, etc.
- Drive grassroots awareness of DreamFactory, and build technical content and demo applications
- Interact with developers on the community forum and help the support team as needed with technical questions
- Build strong relationships in a variety of developer communities (*Javascript, Angular, jQuery, React, PHP, Swift, Android, IoT, MongoDB, etc.*)

BTC Revolutions//Community Manager Consultant and Social Media Expert

New York, NY March 2016 - May 2016

- Community Manager and Social Media Expert & Consultant
- BTC (Be The Change) Revolutions, a Social Media Marketing Agency that specializes in engaging communities and igniting movements
- I work with Clients such as:
 - Applebees, Cinnabon and Carvel

Codecademy//Community Manager

New York, NY Oct. 2015 - Feb. 2016

- Define community, social media & customer support strategy and carry out its implementation
- 86% Increase in Instagram Followers in 3 months
- 157% increase in community forum membership in 3 months
- Grow offline community through events and meetups, support meetup organizers, create systems, established t and success analytics
- Create content: social media, user stories

SketchUp//Community Manager

Boulder, CO Dec. 2014 - Nov. 2015

- Social strategist, community builder, storyteller, marketer, product manager, designer and evangelist
- Grew Instagram from 0 - 16k in 6 months
- Manage and post daily to large online community
- 115%+ increase of our Community Forum from 2,900 to 10,000+
- Create content: social media, blog posts, user stories
- Create offline events/meetups to engage local community and partners. Planned events/trainings.

Savory Institute//Office Mgr, Exec. Assistant

Boulder, CO July 2013 - Dec. 2014

- Manage network forum
- Outreach and on-boarding into our professional network
- Support emails: I managed two "first contact" email inboxes
- Helped plan and execute a 300+ person International Conference in London
- Writing and editing e-newsletters and emails, technical documentation and training manuals.
- Create customer service plan/strategy
- Non profit admin work: donation tax letters and manage donations
- Executive Assistant to the Founder- Allan Savory, CEO and COO/CFO



Heart
-and-
Hustle

I love to collaborate.



"Alex's enthusiasm, passion, and presence is infectious. She can raise the energy in a room ten fold with her kind heart and warm spirit. She is wide open to exploring new ideas and possibilities as well as any feedback that leads to her growth. I hired Alex to be the SketchUp Community Manager, and I didn't make it easy for her from the start. She was tasked with "creating" the very role she was hired to perform! To build a role from scratch is a monumental task, which she tackled head on - complete with core principles, roadmap, and budget. She quickly leveraged technologies to greatly improve her efficacy, and when there was a tool missing from her repertoire, she thoroughly explored options and proposed the best one based on her findings. Alex worked incredibly hard, which often included long hours. Not because she was asked. On the contrary, she was so excited to be part of the team and to do work that she loved, she couldn't stop! Alex learned a lot with us, and she is still "early" in her career. But her potential is limitless. I can't wait to see where she is in the next five or ten years. It will be a great journey for her." Tommy Acierno, SketchUp Knowledge Operations Manager at Trimble Navigation

| Sustainable Design | Community Engagement | Social Media Marketing | REST | APIs | Developer Evangelist & Relations | Marketing | Community Management | Content Development | Project Management | Public Speaking | Strategy | Systems Thinking | Customer Service | Consulting | Writing | Event Planning | Social Media | Copywriting | Audience Acquisition | Customer Experience | Storytelling | Public Relations | Analytics | Community Metrics | SEO | Entrepreneurship | Digital Marketing | Sustainability | Research | SketchUp | Startups | Blogging | Content Development | Graphic Design | Website Development | Adobe Creative Suite | Microsoft Office | Sustainable Development | Urban Design | Non Profits | Community Development | Social Networking | Audience Development | HTML/CSS |

I love new projects! Let's get started.

University of Colorado B.A., Environmental Design, City Planning

Class of 2013

Be
Optimistic

Collaborate

Embrace
Ambiguity

Learn
From
Failure

Make Others
Successful

Take
Ownership