

ALEXANDER ROESCHEN

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EDUCATION

Indiana University, Bloomington, IN May 2020
Kelley School of Business
Bachelor of Science in Business GPA: 3.71/4.00
Majors: Marketing, Technology Management
Individualized Minor: Videography & Design
Hutton Honors College

LEADERSHIP & ACTIVITIES

Product Management Club **Chief Marketing Officer**

September 2019 - Present

- Collaborate with fellow Executive Staff members to develop speaker sessions, workshops, and joint ventures with other campus organizations.
- Assist in curating a roster of guest speakers that has included Product Managers from Google, Tesla, EY, and Robinhood.
- Coordinated Google representative's on-site presentation and resume/mock interview sessions.
- Increased meeting attendance to 70+ members.

TEDx Indiana University

Director of Marketing

January 2017 – December 2019

- Planned, delegated and oversaw academic, campus and community engagement team projects.
- Directed campaigns to promote salon events and large-scale conferences (featuring internationally renowned speakers and 600-1,100+ attendees).

Data Visualization @ Indiana University

Member

September 2019 – December 2019

- Selected from a competitive candidate pool to participate in mission to prepare future business professionals with a unique skillset in data manipulation across multiple platforms.
- Gained introductory knowledge of Tableau, Salesforce, etc.

Code @ IU

Campus Outreach Director

September 2017 - May 2019

- Developed and executed strategies for increasing club awareness, including joint projects with other campus organizations.
- Expanded skill set and enhanced marketability by learning coding concepts and vocabulary.

Collegiate Entrepreneurs Organization (CEO)

Director of Media, Chief Marketing Officer, Vice President

September 2016 - May 2019

- Collaborated year-round with fellow campus entrepreneurship organization's executive board members to plan and conduct comprehensive program of guest speakers, skill-building workshops, case competitions, and social events.
- Expanded membership from 12 to 120 in two years through strategic marketing and retention efforts.

EXPERIENCE

KPMG, Chicago, IL

Emerging Technology Risk Consulting Intern

June 2019 - August 2019

Joined advisory team to assist with evaluating and controlling client risks. Projects included:

- Performed a risk and maturity assessment for one of the world's leading cybersecurity companies.
- Executed an internal audit and conducted data sanitization for a major automotive manufacturer.
- Worked directly with U.K. senior associate to create a training video and marketing clips for an AI in Control initiative.
- Conducted internal research for IoT legislation.

Midwest Engineered Systems, Waukesha, WI

Marketing Intern

June 2018 - August 2018

Worked directly with automation systems and robotics integration company's lead management and engineers on a wide scope of projects, including:

- Scripted, filmed and edited product videos and a corporate awareness/recruitment ad for theaters.
- Created a 200-slide PowerPoint deck and videos for a \$12 million Rockwell Automation job bid.
- Proposed and developed an interactive Prezi presentation to step up trade show/RFP efforts.
- Redesigned two corporate websites and assisted with updating logo, branding, and social media.

La Voz de Guanacaste, Guanacaste, Costa Rica

Non-Profit/Social Entrepreneurship Consultant

March 2018 - May 2018

One of only 24 chosen for global immersion course culminating in 9-day on-site deliverables excursion.

- Conducted user research to discern how to attract more grant support and created an action response method for *La Voz* readers, web and social media analytics systems, and a potential investors list.

Freelance Projects, Milwaukee, WI and Roanoke, TX

Marketing/Videography/Business Consultant

June 2016 – Present

- Optimizing processes and leading a team to build out technology for new monetization pathways for ASK Media and ASK Management corporations.
- Executed photo, video, and website redesign work for ophthalmology practice and private tennis camp.

SKILLS & INTERESTS

Technical: Excel, SQL, SPSS Modeler, HTML, CSS, Bootstrap, Agile Development, UML, and Lucidchart.

Creative: Adobe Suite (video, design, photo and web apps), and Wix/WordPress.

Leisure: Astronomy, photography, rock-climbing, skiing, longboarding, and PC-building.