

ALEXANDRA WEIGMANN

alex.weigmann@jessup.edu

Roseville, CA

916.555.5555



SOCIAL

fb.me/alexweigman
@alexweigman
@alexandratweets



PROFILE

I am a retail marketing consultant seeking a full-time position in the field of retail and marketing, where I can apply my knowledge and skills for continuous improvement. I have broad experience in retail management and market research, developing strategies that drive products to success



PROFESSIONAL EXPERIENCE

Marketing Specialist
Great Ideas Inc.
Jan 2013 - Dec 2014

- Developed a social media strategy to increase following
- Spearheaded a viral campaign for one of the company's new products
- Market research for an innovative new product line

Brand Manager
Rich Media Interactive
Feb 2011 - Dec 2012

- Implemented and improved internal communications system between accounts
- Created new branding collaterals for a private label company

Product Intern
Twilight Multimedia
Apr 2010 - Aug 2011

- Spearheaded creative visual merchandising projects for 10 retail branches
- Led a successful launch event for one of the company's new products
- Tracked daily expenses and transactions



EXPERTISE

Retail Management
Consulting
Budget Control
Visual Merchandising
Account Management
Brand Development
Market Research



EDUCATION

2009 - 2013

Bachelor of Arts, Major in Marketing Communication
University of Dundee
GPA: 3.9

May - Aug 2010

Certificate in Retail Management
University of London
Short Course



SKILLS

Leadership
Communication
Blogging
Strategic Planning
Visual Presentations
Public Speaking



REFERENCES

Amelia Whiteley
Professor, University of Dundee
amelia.whiteley@dundee.edu

Yasmin Velez
Mentor, Bright Ideas Inc.
amelia.whiteley@dundee.edu



AFFILIATIONS

British Marketing Association
Member
2010 - Present

Archers Business Club
Marketing Head
2009 - 2010