

ALEX J. PARDIEU
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EDUCATION

Date

Florida State University, College of Communications

2010-2014

BS: Information Communication & Technology
Minor: Hospitality Management
Major GPA: 3.05

WORK EXPERIENCE

Digital Marketing Consultant

2014-current

- o Retained by author and founder of Angel Faces[®], Lesia Cartelli, as a technical assistant to produce a media-rich press release for her recently published autobiography, *Heart of Fire*.
- o Using a small budget and the online software, MailChimp[®], the campaign reached the following contacts:
 - o Followers and general contacts: **+3,800**
 - o Specific marketing focused contacts: **+75**

Electronic the Magazine

2013-2014

Head of Digital Marketing and IT Division

- o Created and managed a campaign, which resulted in growth across each of our social media handles and expanded our company's brand awareness throughout the music industry.
- o Led a search in order to expand our internal digital marketing and IT division. Supervised 4 new recruits.
- o Increased our social media platforms as followed:
 - o Facebook page 'likes' by **1,049 (12%)**
 - o Twitter followers by **746 (8%)**
 - o Instagram followers by **72%**.
 - o Blog activity by **49%** (most website activity in company history).

Junior Publisher, Production Assistant, Blog Contributor, Marketing Assistant

- o Researched prospective business partners and formulated plans to promote special events.
- o Edited full production interviews, interviewed artists and produced weekly blog content.

Urban Outfitters

2013-2014

Sales Associate

- o Part time sales associate. Promoted to front end manager of cash register and checkout for exceptional customer service and company knowledge.

JobLeaders[®] Inc.

2012-current

Executive Recruiting Assistant

- o Conducted on-line research using multiple platforms and acted as first point of contact between JobLeaders and new clients
- o Tended to incoming phone calls and emails in order to correctly manage the calendar & meetings for Sr. Director

Office Assistant

2006-2012

- o Implemented a new filing system which helped to efficiently organize over one thousand potential clients.
- o Responsible for maintaining a clean working environment as well as offering other general office support.

Lacrosse Clinic

2004-2010

Founder

- o Developed and instructed a total of 8 lacrosse day-camps.
- o Initially beginning with four paying customers, I grew the clinic to over 20 kids and two paid employees.
- o Ending overall profit results reached over \$2,500 each event.

COLLEGE EXTRACURRICULAR ACTIVITIES

Florida State Varsity Lacrosse Team

2011-2012

Scholarship athlete/starter
Named Player of the Week Four Times
Captain 2011, 2012

Pi Kappa Alpha Fraternity

2011-2014

Committee Chairman
Pledge Class Head-Fundraiser

Boys & Girls Club Youth Volunteer

Spring 2011