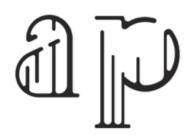
# alexandra patterson

but you can call me "ali"



# profile

A professional cat-herder and creative. Organized multi-tasker and punctual with a high attention to detail. Professional and respectful with a personality. Communicative and interpersonal team member. Avid traveler and food eater. Pursuing a career in production and project management.

- // aliepatterson@gmail.com
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- // 503.931.2009
- // portland, oregon

# experience

### **Project Manager**

Midway, LLC // July 2017 - Present

Promoted to manage all marketing projects and strategies after 6 months. Boost output and effiency by managing team member workload and adjusting project timelines by priority. Point-person for projects from ideation to performance reporting by tracking project statuses through activation communication platforms and facilitating communication between designers and brand partners. Streamlined the creative process by training internal and external team members, and implementing kickoff and strategy meetings for each campaign. Create and provide founders and key stake holders with monthly project reports and performance.

### **Project Coordinator**

Midway, LLC // February 2017 - July 2017

Manage 80+ projects at any given time across 5 brands for a shared services company. Increase project count by 75% on average, year-over-year, by restructuring workload distribution among creatives. Championed quality over quantity by clearly defining project need and strategy, then delivering the best possible solution by collaborating with copy writers, web and graphic designers, and social media marketers. Secured licensing and donor relations for non-profit organizations. Supervise print materials through quotes, proofing, and invoicing and networking and establishing vendor partnerships.

### education

Academy of Art University

BFA, Class of 2014 Commercial Photography

# expertise

Project Management
Photo/Video Production
Print Production
Digital Media Marketing
Email Marketing
Brand Strategy
Account Management
Editorial Photography
Image Retouching

# languages

English Native

French
Conversational

Spanish Elementary

### **experience** (continued)

### **Producer // Photographer**

Airbnb // September 2016 - November 2016

Partnered with in-house creative team, including creative directors, designers, and videographers. Proposed project plan and strategies; and owned projects such as photo and video shoots for upcoming press released. Monitored timelines and budgets through project completion, by leading status calls and vendor partnerships. Photographed new press release content and responsible for all retouching.

#### **Account Coordinator**

Greater Than One // October 2016 - June 2017

Communicated with 12 brands directly, to manage expectations and ensure satisfaction of work. Partnered with project managers to ensure projects were met on time; Compiled and monitored client budget. Led and managed all marketing a promotional assets for a new brand launch. Proofed and tested all digital assets for quality assurance.

#### **Studio Assistant**

Margo Moritz Photography // April 2013 - June 2014

Refined business goals and growth strategy. Refined Margo's portfolio and social media presence. Assisted during photoshoots and directed subjects. Designed and deployed eBlast newsletters. Imported and post-processed images. Set up lighting and props.

### Photographer // Image Retoucher

Alexandra Patterson Photography // June 2009 - Present

Photograph for clients across non-profits, small businesses, publications and start-ups. Retouch and process images in compliance with client specifications. Responsible for all legal documentation, invoicing and communications.

#### **Sales Associate**

Reed Krakoff // April 2013 - June 2014

Luxury retail associate in a small handbag boutique within Saks 5th Avenue. Consistently met sales goals by leveraging client Resolved customer issues and maintained client satisfaction by managing expectations and always listening and valideating client concerns.

# apps & programs

Photoshop

Lightroom

InDesign

Illustrator

Premier

Sketch

Divvv

MailChimp

Squarespace

Smartsheet

Microsoft Project

Basecamp

Jira

Google Suite

Microsoft Office

iWork

### references

#### **Scott Grall**

Marketing Director at Midway, LLC 920.279.1169 sgrall1.sg@gmail.com

#### Janelle Yorker

Account Director at Cambridge BioMarketing 925.437.9857 janelleyorker@yahoo.com

#### **James Allen**

Web Manager at Holy Names University 415.900.8401 james@jamesallen3.com