

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.

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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 efficiency 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 stakeholders 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 releases. 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 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 validating client concerns.

apps & programs

Photoshop
Lightroom
InDesign
Illustrator
Premier
Sketch
Divvy
MailChimp
Squarespace
Smartsheet
Microsoft Project
Basecamp
Jira
Google Suite
Microsoft Office
iWork

references

Scott Grall

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