

Alexandra Emilie Boisselle

Phone: 516-972-6164 | E-Mail: aeboisselle@miamioh.edu

AEB

Dual US/EU Citizen

Education

Miami University Oxford, OH, USA

- Major: Strategic Communication, German
- Minor: Management and Leadership
- Expected Graduation: December 2015

The Berlin School of Economics and Law Berlin, GER

- International Business and Management
- June 2013 - July 2014

Work Experiences:

Sports Marketing Academy, Miami University

Aug. 2015- Present

- *Oxford, Ohio:* Responsible for preparing comprehensive marketing plans that include grassroots advertising, social media marketing, community relations, game day management, game day presentation, student loyalty programs, promotions and market research

Social Media & Account Manager, Goodpep Digital Marketing

Jun. 2015- Present

- *Huntington, New York:* Responsible for creating and maintaining marketing campaigns, writing appropriate content for different social media sites, running brand promotions, monitoring progress using web analytic tools, and answering directly to social media inquiries. I work on developing long-term relationships and liaise between customers and internal teams to ensure the timely and successful delivery of our solutions according to customer needs.

ACE Conversation Partner, Miami University

Sept. 2014 – May 2015

- *Oxford, Ohio:* American Culture and English Program (ACE) tutor and mentor.

Communications and Marketing Intern, SNAZZ Works, Inc.,

Jun. 2013 – May 2015

- *Berlin, Germany and Manhattan, New York:* Responsible for market segmentation and customer target growth, customer service, led social media marketing campaigns across different platforms, screened, trained and coordinated new prospects.

Corporate Partnership Intern, NY Islanders

Dec. 2014 - Jan. 2015

- *Uniondale, NY:* Assisted in planning and executing sponsorship activities, in-game features and promotions, physical signage, digital arena signage, social media promotions, and hospitality arrangements.

Digital Marketing Intern, Prime Visibility

Jun. 2012 - Aug. 2012

- *Melville, New York:* Responsible for research and development of competitive analysis for a celebrity cosmetics brand (included in Q4 2012 marketing strategy). Conducted site usage trend analysis using site usage and e-commerce stats from Google Analytics and prepared graphical presentations for account review decks. Re-directed an existing website to a newly designed site, and conducted comparative analysis for a celebrity wine marketing strategy.

Involvement:

Public Relations Student Society of America (PRSSA)

Aug. 2014 - Present

- Gold Member: Fundraising and Philanthropy Committee, External Relations

Alpha Phi Omega – Zeta Delta

Feb. 2013 - Present

- Servicing the community with a minimum of 20 hours of community service a semester

Synchronized Skating Involvement

May. 2007 – Aug. 2014

- Team Germany- Team Berlin 1- 2014 German National Champions
- Team USA: Varsity Athlete at Miami University, Skyliners Synchronized Skating Team
- International Interview Correspondent

Skills:

- Fluent in German, MS Office, Google Analytics, social media marketing, project management, international communication