

Aleck Watkins

resume

Relevant School Experience

St. John's Health Systems & Mid-America Transplant Board
Nov 10- Jan 11

Served as a liaison between campaign team members, donors, and advisory board members.
Raised brand awareness through press releases, interviews with donor recipients, and hosting events all through the community.
Provided proposal layout and design for the creative pieces used to promote donor drive events.

The Moxie Independent Cinema, Springfield, MO
Oct 10- Jan 11

Introduced a cost effective e-mail marketing plan that created dialogue as a tool to strengthen brand loyalty. Focused on a plan that built strong customer relationships that fostered a community environment. Recommended that the company make use of a point of purchase on the website for ticket sales and special offer packages which has been implemented.

United Ministries in Higher Education, Springfield, MO
Aug 10- Oct 10

Evaluated the client's current situation and proposed a customized marketing campaign designed to build awareness of a unique college housing development. Achieved full occupancy by the inaugural semester. Developed a website for the client that blended creative and unique ideas with strong marketing expertise.

Relevant Professional Experience

Oquirrh Mountain Symphony, Salt Lake City, UT
Jan 12-present

Overseeing a team of interns for content creation in website development.
Website development and management, including coding, search engine optimization, and site architecture.
Developing a comprehensive social media marketing plan to generate more exposure and brand awareness.

Lucky's Shoe Outlet, Republic, MO
Aug 08-May 10

Analyzed sales performance information to create end of day, month, and year sales reports.
Monitored inventory levels, supervised weekly order reports to wholesalers, and oversaw all incoming purchase orders and returns.
Initiated an internet sales strategy utilizing B2C ecommerce to enhance sales revenue and broaden the potential client base.
Prepared information relating to discounts and markdowns.

Address: 12233 N. Deer Mountain Blvd.
Deer Mountain, UT 84036

Phone Number: (417)860-9848

Email: aleckwatkins@gmail.com

Education

Missouri State University,
Aug 07-May 11
Bachelors of Science in Business
Administration

Major: Marketing, Advertising & Promotion
GPA: 3.10/4.00
Related coursework: Consumer Market Behavior, Marketing Research, Digital Marketing, Advanced Advertising, Creative Advertising and Design, Advanced Marketing, Applied Business Statistics

Additional Work Experience

Balls 'N' Strikes
May 11-Nov 11

Balanced receipts with daily register tapes; reported weekly and monthly sales totals to management.

Digiacinto Italian Restaurant
May 09-Aug 11

Worked 25 hours a week while maintaining a full-time status.

Computer Skills

Software

MS Word	MS Outlook
MS PowerPoint	Photoshop
MS Outlook	Illustrator
MS Excel	InDesign
WordPress	

Interests

Enjoy outdoor sports such as snow boarding, wakeboarding, and mountain biking.