

ALEXANDRA EGAN

Marketing and Graphic Design
Professional

EDUCATION

MA in Strategic Communication and Leadership

University of West Florida
2015-2017

BA in Communication Arts

University of West Florida
2010-2014

SKILLS

Marketing Strategy & Implementation
Graphic Design for Print & Digital
Copy Writing & Editing
Technical/Instructional Writing
Website Development & Maintenance
SEO/SEM
Digital Marketing & Advertising
Email Marketing
Social Media Management
Project Management
Leadership

SOFTWARES

Adobe Creative Suite

*Illustrator, InDesign, Photoshop,
Premier Pro, Audition*

Microsoft Office Suite

Word, Excel, Outlook, PowerPoint

Google Drive

Docs, Sheets, Slides

Web Builders

Wix, Wordpress, Squarespace

Email Marketing Platforms

Mailchimp, Constant Contact

Facebook Business Suite

Google AdWords

Hootsuite

Relevant Experience

*Start: June 2021
Current*

Freelance Marketing & Graphic Design

Freelancer; Ali Egan Marketing and Graphic Design Consulting

Marketing and Graphic Design Consulting

- Worked with a diverse client base including B2B manufacturers, commercial real estate professionals, short term rental owners, local B2C businesses, and non-profits.
- Website development, social media management, digital advertising including Google AdWords and social media, marketing strategy and evaluation planning, SEO, SEM, and collateral graphic design.

*Start: June 2018
Current*

Board of Directors

Board Member; Jazz Pensacola

Marketing Management

- Manages the online presence of the organization including social media and digital advertising.
- Designs all digital and print collateral for the organization and for the organization's events, including flyers, banners, billboards, merchandise, and forms.
- Oversees the management of the website.

*Start: Sep. 2016
End: June 2021*

Marketing & Graphic Design

Marketing Manager; Current Products Corp.

Marketing Management

- Managed all marketing functions of the company including website development and maintenance, social media, digital advertising (social media, Google AdWords, etc), SEO, SEM, and collateral graphic design.
- Utilized a combination of democratic and servant leadership to manage marketing team in the execution of marketing and customer service goals.
- Created all collateral for digital and physical distribution.
- Managed trade show booth design and creation, and trade show exhibitions.

Product Design

- Managed and executed product and packaging design including box structure, proper product and packaging markings/designations (certifications), branding, and on-product graphics.

Project Management

- Managed cross-teams of mechanical, electrical, and software engineers through the product development and launch phases.

*Start: Sep. 2014
End: Sep. 2016*

Marketing Assistance

Field Supervisor; Lee Heating and Cooling

Marketing Assistance

- Assisted with advertising functions, including Google AdWords, direct mailer design and address selection, regional trade show booth design and exhibition, and social media.

Crew & Dispatch Leadership

- Managed groups of technicians running service appointments including routing and scheduling logistics, quality control, and time management.

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