

ALEX HOWARD

MARKETING & EVENT PLANNING CONSULTANT

WORK HISTORY

RESIDENTIAL LIFESTYLE AND DIGITAL MARKETING CONSULTANT

Dermot Company
May 2022- July 2022

*Regarding the brevity of my duration here: I was hired for a certain role, but over time that changed and I was asked to perform tasks of questionable legality: i.e. Bartending venues with no liquor license.

- Researched and booked vendors, decorations, and talent for various events at Dermot luxury apartment properties all over NYC.
- Provided monthly insight reports to the Analytics of all 11 properties social media insights for our investors
- Acted as team lead in terms of setting up, hosting, and breaking down events.
- Took photos of events coming into fruition, edited them, and created posts for social media.

MARKETING MANAGER

Banner's Hallmark
October 2021 - April 2022

MARKETING MANAGER

Metropolitan Beauty and Body Works & Evexia Medical Spa and Gym
Apr 2017 - May 2018

MARKETING MANAGER

Dr. Ron Perlman, MD at Sibley Hospital
April 2021 through September 2021

CONTRACTED LAW CLERK

Whiteford, Taylor, & Preston LLP
July 2018- September 2021

- Created, curated, and managed social media content, including text, audio, visual and multimedia formats
- Photographed and edited products for product photos to be use on the Banner's Hallmark website
- Created social media content to drive growth and engagement across channels. Designed assets and create short video content using text, audio and strong visuals to enhance social presence.
- Managed overall content strategy, creating monthly content calendars and deploying content within Facebook Business.
- Identified unique and shareable content that represents the brand ethos for social media and scheduled posts for all platforms
- Recorded in office procedures to utilize for social media
- Coordinated ad-hoc reports and summary reports at the direction of the partners
- Managed Relativity with 700+ clients
- Supported complex medical malpractice oriented discovery, depositions, trial, experts and consultants

EDUCATION HISTORY

THE COLLEGE OF CHARLESTON

August 2014 - June 2022

Bachelor of Communications

- Learned in-depth about managing social media platforms, marketing communications, public relations, press release writing, internal and external communications, communication plans, and email marketing.



OVERVIEW

Strong team player with strong written communication skills and an analytical and problem solving aptitude. Expertise knowledge in social media, SEO and event planning.

TECHNICAL SKILLS

- Event Planning
- Microsoft Excel
- Microsoft Word
- Google Docs
- Email Marketing
- Adobe Photoshop & Light Room
- Canva

CONTACT



Belvedere, CA