

Alec Friedman

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Professional Experience

Whole Foods Market

Manhasset, NY

Associate Team Leader (Whole Body)

Nov 2023-May 2024

- Spearheaded comprehensive merchandising strategies, optimizing product placement and visual appeal within the Whole Body department to drive sales and enhance customer experience
- Provided adept sales direction, leveraging market trends and customer insights to guide product assortment and pricing strategies, resulting in a significant increase in departmental revenue
- Directed and motivated a dynamic team, fostering a collaborative work environment and implementing training programs to enhance product knowledge and customer service skill

Piping Rock Health Products

Farmingdale, NY

Retail Supervisor

Apr 2022-Nov 2023

- Successfully promoted from Part-Time Sales Associate to Full-Time Sales Associate to Retail Supervisor within a year
- Collaborated closely with my manager, using Shopify analytics and Excel workbooks, to analyze sales data
- Acted as a liaison between the sales team and management to cultivate a collaborative and harmonious work environment, facilitating effective communication, and ensuring that team performance is aligned with the company's overarching goals

Videography Experience

Alec in the Kitchen

Melville, NY

Content Creator

Dec 2021- Present

- Curate and manage a thriving food-focused Instagram account, showcasing culinary expertise through captivating food photography and enticing content that has garnered thousands of followers
- Analyze trends and engagement metrics to strategically tailor content, resulting in increased follower engagement and substantial organic growth within the target audience demographic
- Digitally enhance and retouch photos to achieve appealing visual results

O'Connor for Islip Town Council

Islip, NY

Videographer

Sep 2021- Nov 2021

- Captured high-quality A and B footage showcasing key messages and campaign events with precision and creativity.
- Recorded clear and professional audio to accompany video footage, ensuring seamless synchronization and enhancing the overall impact of campaign ads.
- Demonstrated proficiency in video editing by producing 10 polished campaign ads, incorporating graphics, music, and effects to engage voters and contribute to the success of the campaign.

Education

Baruch College, Weissman School of Arts and Sciences

New York, NY

B.S. in Journalism and Creative Writing

Grad: Dec 2020

- **Relevant Coursework:** Photojournalism, Multimedia reporting, Workshop: Film Writing
- Skills & Interests

Skills: Writing, Photography/Videography, iMovie, The Microsoft Suite, Adobe Photoshop, Final Cut, CPR Certified