

ALEX RESTREPO

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EXPERIENCE

ACCOUNT COORDINATOR

THE MARKETING ARM | CHICAGO, IL | MARCH 2019 - JUNE 2020

- Managed all logistics for \$3 Million Experiential Activation at Music Festivals
- Processed all invoices for activation & client expenses & created budget tracker
- Contributed to creative and strategic development for client cultural marketing
- Ran logistics for marketing assets for Twitch charity streams and ensured the team had all information needed from Twitch to execute stream launch

MEMBER ENGAGEMENT COORDINATOR

2112 - CREATIVE INCUBATOR | CHICAGO, IL | DEC. 2016 - MARCH 2019

- Managed social accounts and giveaways, & created weekly newsletter
- Produced & hosted live music showcase with interviews, "Knox Unplugged"
- Managed all daily operations, & oversaw the completion of larger projects
- Aided with all logistics & execution of educational industry-related events
- Established strong rapport with new and existing members
- Recorded data on member's startup ventures including goals, initiatives, and general needs and interests through CRM system
- Ran on-boarding & off-boarding processes for members of community

MUSIC COORDINATOR

GROOVE GARDEN | CHICAGO, IL | SEPT 2018 - MARCH 2019

- Managed socials and created all graphics and concepts for social channels
- Created and maintained content calendar for social media
- Aided team in acquiring placements via playlist curation of artist roster
- Searched for external tracks based on clients' requests for various projects
- Assisted in scouting and signing independent artists for the catalog

MARKETING INTERN

MUSIC DEALERS | CHICAGO, IL | MAY 2016 - JULY 2016

- Managed social media accounts & created social media graphics for daily posts
- Created monthly analytical social media reports & presentations for staff
- Pitched and wrote industry-relevant content for Music Dealers blog
- Developed new social media strategies to increase impressions & engagement

DIRECTOR OF ONLINE CONTENT

KRUI RADIO | IOWA CITY, IA | APRIL 2012 - MAY 2016

- Hosted and produced weekly radio shows on music, art, and culture
- Wrote, edited, & published articles daily on website housed on WordPress
- Scheduled and lead weekly meetings with self-hired writing staff of 15
- Created weekly publishing schedule for interesting music, arts, and culture content
- Posted content on Twitter, Facebook, IG, SoundCloud, YouTube, Snapchat

MULTIMEDIA INTERN

CITY CHANNEL 4 | IOWA CITY, IA | JAN 2016 - MAY 2016

- Hosted weekly news videos for public TV and social media
- Scheduled and shot on-camera interviews with sources
- Co-wrote scripts and edited and produced news packages
- Helped incorporate/integrate media projects with various social platforms

SKILLS

- Social Media Strategy/Marketing
- Web Content Development
- Writing for Online, Social, Press, etc.
- SEO and Google Analytics
- Communications/Campaign Strategy
- Critical Thinking & Problem Solving
- Building Interpersonal Rapport
- Music Supervision + Disco Software
- Project & Event Management/Execution
- Canva, Adobe Premier Pro & Photoshop, FCPro, Audacity, Hubspot, Sprout Social
- Streamlining Processes & Logistics
- DSLR & HD TV Cameras
- Idea Generation

EDUCATION

BACHELOR OF ARTS, JOURNALISM AND MASS COMMUNICATION &
CERTIFICATE IN WRITING

UNIVERSITY OF IOWA | 2012 - 2016

DEAN'S LIST STUDENT - GPA: 3.7