






# ALEXIS DODD

## MARKETING AND ART HISTORY PROFESSIONAL

### CONTACT

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-  alexisdodd.ca
-  Calgary, AB

### EDUCATION

#### University of Alberta

##### BComm

September 2020 - December 2024

- Major in Marketing
- Minor in Art History
- Residence Floor Coordinator, 2021-22
- U of A Cheer Team, 2020-22

### EXTRA - CURRICULARS

Ad Club of Edmonton (ACE)  
Member 2023-25

Winner of the ACE Student Case  
Competition 2023-24

The Gathering Conference Student  
Delegate, 2023 & 2024

Rocky Mountain Business Seminar  
Delegate (2023) and External  
Associate (2023-24)

### CERTIFICATIONS

Google Analytics 4 Certification

Coursera Neuromarketing Course

Alberta ProServe

BC Serving it Right

### PROFILE

Recent Bachelor of Commerce graduate from the University of Alberta with a passion for building client relationships and executing creative advertising solutions. Proficient with marketing tools such as Excel, Canva, and Google Analytics. Skilled server with several years of experience in the service industry and exceptional at creating personal relationships with guests.

### RELEVANT EXPERIENCE

#### EXTERNAL ASSOCIATE

Rocky Mountain Business Seminar 06.2023 - 04.2024

- Pitch the conference to potential sponsors, manage relationships with clients, raise (and exceed) the \$90k needed to run the event
- Work with nine other students to plan and run the conference
- One of the main points of contact for corporate representatives, answer questions and solve problems concerning the event

#### DIGITAL MARKETING DIRECTOR

CREATIVE Promotional Marketing Agency 05 - 08.2023

- Collaborate with the team on ways to improve their website and marketing efforts
- Design landing pages for their website and edit existing ones
- Assist the social media marketing director on creating eye-catching, thoughtful
- and relevant social media advertisements
- Create Excel spreadsheets to document hours and projects
- Assist the sales team with receiving and packing orders

#### MARKETING STRATEGY & SUCCESS INTERN

LoKnow Digital Advertising Agency 05.2023

- Shadowed the Strategy & Success team and learned from their expertise in various topics including social media marketing, content creation, SEO, and digital advertising
- Assist on the creation of proficient and useful marketing briefs for clients
- Act as a representative of LoKnow during client meetings and within the office
- Actively participate in regional sales meetings, gaining firsthand exposure to sales strategies and market analysis techniques
- Provide valuable feedback and insights on a grassroots program within a renowned organization

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### SKILLS

*proficient in:*

Microsoft Excel

Canva

Google Analytics 4

Wix

WordPress

### REFERENCES

References available upon request.

### RELEVANT EXPERIENCE

#### MARKETING INTERN

The Adams Agency

06 - 10.2021

- Create eye-catching and interesting social media posts promoting upcoming projects and services
- Collaborate with the team to come up with content
- Create a weekly newsletter to welcome Edmonton back to a post-COVID city, featuring local events, restaurants, and festivals
- Work with clients to provide social media advertisements to their liking
- Create Excel spreadsheets to document hours and projects
- Assist with event planning, set up and take down
- Attend events as a representative of The Adams Agency

#### OTHER WORK EXPERIENCE

##### SERVER

Nowhere Wine Bar

02.2024 - Present

- Educate guests on our rotating wine list, recommend drinks with food pairings
- Educate guests with wine knowledge
- Create a personal relationship with each guest, going above and beyond expectations when possible

##### SERVER

Earls Whistler/Edmonton Campus

06.2022 - 01.2024

- Server with the highest average guest spend within the Edmonton Campus location, 2022
- Make food and drink recommendations, take and upsell orders
- Run food and drinks to guests and complete a well running circuit
- Create a personal relationship with each guest, going above and beyond expectations when possible
- Recommend experiences and things to do in Whistler and Edmonton

##### SERVER & BARTENDER

Royal Mayfair Golf Club

05 - 08.2023

- Create personal relationships with each member
- Make food and drink recommendations, take and upsell orders
- Have great knowledge on all menu items and highlight spotlight ingredients to guests

##### SERVER

Wildflower, Fairmont Chateau Whistler

05 - 08.2022

- Make food and drink recommendations, take and upsell orders
- Run food and drinks to guests and complete a well running circuit
- Create a personal relationship with each guest, going above and beyond expectations when possible
- Recommend experiences and things to do in Whistler and Edmonton