

Alex Herrera

EXPERIENCE

ACCOUNT MANAGER

WINSBY INC. | FEB 2018 - PRESENT

- Works in a team setting to market 50+ B2B and B2C companies
- Communicates directly with clients and manages all marketing materials
- Compiles and organizes market research into PowerPoint presentations

BOX OFFICE/MUSIC VENUE

REGGIE'S MUSIC JOINT | NOV 2017 - PRESENT

- Oversees box office operations and ticket sales
- Street marketing all over the city of Chicago
- Creates marketing materials throughout the venue

STREET TEAM

FEARLESS RECORDS | SEP 2014 - NOV 2017

- Marketed local live events via social media and print
- Drew in potential consumers with active promotion

MERCHANDISE VENDOR

VANS WARPED TOUR | JUN 2015 - JULY 2016

- Managed merchandise sales
- Set high sales goals and achieved them by use of honest reviews and persuasive speech

EDUCATION

BACHELOR OF ARTS, MAJOR IN MUSIC BUSINESS MANAGEMENT | MINOR IN LIVE & PERFORMING ARTS MANAGEMENT

COLUMBIA COLLEGE CHICAGO | 2014 - 2018

GPA: 3.7

SKILLS

- Verbal and written communication
- Social media strategy
- Marketing
- Business/Personal Management
- Web content development
- Branding
- Microsoft Office
- Canva graphic design



CONTACT

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PROFILE

A dedicated business enthusiast with 7+ years professional experience in marketing and business management.

Specializes in the promotion and marketing of business to business, business to consumer, and live events marketing. Now seeking to contribute my current knowledge in the workplace and expand my areas of interest.