



Alexa Easterly

Business Administration:
Marketing & Data Analytics


📍 Twin Cities, Minnesota

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🌐 alexaeasterly.site

Profiles

 alexa-easterly

LinkedIn

 alexaneasterly

Portfolium

Skills

Client Management

Customer Outreach, Email Campaigns,
FieldPulse

Digital Design

Branding, Website Design,
Squarespace, Wix, Canva, Instagram,
Adobe Creative Cloud, Illustrator,
Photoshop, Blender, Procreate, AI
Content Development

Event Coordination

Vendor Collaboration, Budgeting,
Copywriting, Microsoft 365, Campus
Labs

Soft Skills

Interpersonal Communication,
Problem Solving, Organization, Team
Management

Programming

Python, HTML/CSS

Languages

Spanish

Intermediate

A highly motivated marketing student passionate about digital marketing and entrepreneurship, possessing a proven track record of successfully implementing innovative solutions to overcome challenges.

Engaging Leadership - Creative Thinking - Ambitious Drive

Experience

Jump Right In Pool Service

Jun 2020 - Present

Co Creator - Vice President & Head of Marketing

Hillsboro, Oregon

🔗 <https://www.jumprightinpools.com/>

- Created foundational marketing materials (website, logo, internal)
- Design and manage digital services and platforms
- Integrated the company to efficient field and client software
- Facilitated company growth and adjustment processes
- Oversee operations throughout the company

Saint Thomas Activities & Recreation (STAR)

Jan 2022 - Present

Vice President & Head of Marketing

Saint Paul, Minnesota

Past Roles: Outdoor Recreation, Excursions, & Second Year Programming

- Established a new Outdoor Recreation program
- Created a streamlined event planning system
- Event coordination, planning, and budgeting nearly \$500k
- Group organization and management
- Utilized AI integrations to help create more engaging content

Education

University of St. Thomas

Sep 2021 - Present

Marketing Management

BA - Business Administration

3.9 GPA

Minors: Data analytics, communications

Clubs: Marketing, Literary, Swing Dance, Rock Climbing, Proud to be First

GHR Fellows, Aquinas Honors Scholars

Volunteering

180 Degrees

Oct 2022 - Dec 2022

Marketing Intern

Saint Paul, Minnesota

- Integrated the Foster Care Program with new branding standards
- Developed materials to be used in the field for recruitment
- Created promotional templates and designs
- Worked closely with the team to effectively communicate the organization's mission and values

Interests

Digital art, gaming, VR, writing, knitting, sculpting, hiking, climbing