Alex Craney

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EDUCATION

Upstate University, New York, NY (May 2012)

Bachelor of Science, Digital Communications and Media; Minor in Spanish

- GPA: 3.00
- Study Abroad: Argentina; Summer 2011
- Relevant Courses: Digital Media Management, Public Relations, Digital Production, Consumer Marketing,
 Spanish

ACADEMIC ACCOMPLISHMENTS

- Excellence in Mentorship Award (2012)
- 2nd place national winner Social and Digital Media Case Study Competition (2012)
- Exemplary student at University of Argentina (2011 Study Abroad)
- Inducted into the Digital Leaders of America Collegiate Association (2010)

RELATED EXPERIENCE

SociaStart New York, NY August 2011-May 2012

Intern (Email Marketing and Social Media)

- Developed email marketing campaigns, which resulted in 30% increase in brand awareness.
- Created fully branded Facebook, Twitter, and Pinterest social pages, which led to driving over 50K impressions
- Created and presented email marketing strategies to senior management.
- Assisted with all executive meetings.
- Handled administrative responsibilities

College of Media

New York, NY

August 2010-May 2011

Office Assistant (Work-Study Alliance)

- Managed scheduling process for professor office hours.
- Daily administrative work for staff and lecturers.
- Booked all travel for staff.
- Analyzed budgets and make adjustments to insure efficient use of cash flows
- Managed operations by creating work breakdown schedules.

ORGANIZATIONS

- Digital Leaders of America Collegiate Association (VP of Fundraising)
- American Marketing Association
- Spanish Club
- Campus Cares Volunteer Organization

VOLUNTEER WORK

- NYCares (Block Cleanup; Summer 2009)
 - Campus Cares Volunteer (Mentored 3 high school students)