

Alec Biedrzycki

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QUALIFICATIONS SUMMARY

Social Media Marketing: Experience in developing, executing, and managing comprehensive Social Media marketing campaigns for both B2C and B2B clients.

Creative Experience: Possesses knowledge of creative conceptual thinking with experience in web design, marketing collateral development and video production.

EDUCATION

Bachelor of Arts Degree in Marketing (2009)

BENTLEY UNIVERSITY, Waltham, Massachusetts
Summa Cum Laude, President's List, Bentley Honors Society
Overall GPA: 3.8

EXPERIENCE HIGHLIGHTS

[SOCIAL] MARKETING ACCOUNT DIRECTOR (Scratch Marketing + Media) 2009 – Present

- Design and direct social media campaigns on Facebook, Twitter, LinkedIn, YouTube and Foursquare
- Market analysis and segmentation
- Brand positioning and differentiation
- Development of marketing collateral & corporate blogs
- Lead generation and management (SEO + SEM)
- Graphic design & original video production

MARKETING ASSOCIATE (InkHouse, LLC) February 2010 – September 2010

Focused on strategic communications and demand generation for consumer, technology, Internet and professional services organizations.

- Online reputation monitoring and measurement
- Analysis of competitive social media practices
- Development of customized social media strategies
- Demand generation programs
- Blog management
- Graphic design & original video production

SOCIAL MEDIA MARKETING DEVELOPER (SocialVibe, Inc.) January 2009 – April 2009

- Worked with President/Founder, Management and Board of Directors to Concept Test beta product and Facebook application for new social media platform.
- Test marketed national marketing plan for higher education.