

Alexandra Dymond

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University of North Carolina at Chapel Hill, 2023
BA Advertising & Public Relations
Spanish Minor
Cognitive Science Minor
GPA: 3.71

Universidad de Navarra
Advertising & Spanish
Semester in Pamplona, Spain
2022

PSIA-AAIA
Alpine 1 Certification
2024

SKILLS

Adobe Suite

Microsoft Office Suite

Kantar Media Analytics

Mintel

HubSpot

Qualtrics

Stylus Training

HTML5

Spanish Language

Professional Work Proficiency

CEFR: C2

RELEVANT COURSEWORK

Advertising Campaigns

Digital Storytelling

Advertising Creative

Principles of Advertising

Cognitive Processes

Advanced Spanish for Business

Human Memory

Writings & Reporting

Media Ethics

Ski School Supervisor

2024-2025

Kids Ski & Snowboard School, Breckenridge, CO

- Led daily operations including curriculum development, class assignments, and instruction audits.
- Managed training, scheduling, payroll, inventory management, & guest feedback.
- Monitored 120 instructor performances, providing feedback, recognition, and corrective action to maintain high standards of service.
- Ensured compliance with safety protocols, policies, and regulations, including incident reporting and ongoing training.

Support Staff Team Lead

2023-2024

Kids Ski & Snowboard School, Breckenridge, CO

- Led a team of 13, overseeing ski & snowboard rentals, facility logistics & coordinated with supervisors to streamline operations between instructors and support staff, ensuring a seamless guest experience.
- Earned instructor certification, showcasing commitment to personal and professional growth.
- Demonstrated leadership by delegating tasks, managing schedules, and fostering a positive, supportive team environment.

Creative Strategy Intern

2022

CVS Health HeartHaus, Woonsocket, RI

- Owned (wrote/pitched) integrated briefs for retail and pharmaceutical campaigns set to launch Fall 2022
- Collaborated with research teams to conduct 3rd party research & creative testing optimization to discover key insights.
- Participated in production of outstream video ads for 2022 Back to School Campaign.
- Pitched social media best practices & current trends research deck to C-Suite executives

Branding Team

2020-2022

Langable, Remote Work

- Conducted market research on social media to uncover insights for market outreach
- Produced program video content
- Pitched new business sales to clients on education boards, school systems, & speech therapy clinics nationwide
- Owned Facebook & Instagram accounts & created all social content

Marketing Coordinator

2021-2022

Engage Your Stage, Raleigh, NC

- Conducted remote sales pitches across tech, educational, religious organizations, non-profit, and medical industries
- Coordinated client travel logistics