



**alexandra
greenspun**

240-888-0324
alliegreenspun@gmail.com
alliegreenspun.com
/alexandra-greenspun

**you can call me allie.
nice to meet you!**

EDUCATION

UNIVERSITY OF MISSOURI

Bachelor of Journalism in Strategic Communication & Art Direction

Columbia, MO | August 2015 – May 2019

GPA: 4.0/4.0 | Dean's List

Summa Cum Laude + Honors College
School of Journalism Valedictorian

HONORS & AWARDS

- 2019 Highest Class Ranking Award
- University of Missouri Honors College
2019 Outstanding Senior Award
- American Advertising Federation
National Honor Society Alpha Delta
Sigma Inductee
- Silver ADDY Award Student Recipient
– American Advertising Federation KC

INVOLVEMENT

LIT TUTOR – Tutoring Chicago

Chicago, IL | October 2019 – Present

- Meet weekly on a volunteer basis with
a 4th grade student from a southside
elementary school to work on reading
proficiency/comprehension, writing,
vocabulary, and social development

YOUNG EXEC. MEMBER – She Runs It

Chicago, IL | January 2020 – Present

- Mentee in the 2020 & 2022 sessions,
member of Chicago Young Executive
& Volunteer Opportunities committees

PAWS Chicago Kitty City Volunteer

Chicago, IL | January 2022 – Present

- Work with the shelter cats in Kitty City

EXPERIENCE

SENIOR ADVERTISING ASSOCIATE – Home Chef

Chicago, IL | April 2021– Present

- Further customer acquisition efforts by planning & optimizing ad
campaigns for Linear TV, Streaming, Podcasts, YouTube & Direct Mail

MARKETING ASSOCIATE – Studio41 Home Design Showroom

Chicago, IL | October 2019 – April 2021

- Responsible for making all creative materials, strategizing campaigns,
managing owned and paid social (content creation and analytics), as
well as led the full redesign and production of the new company website
- Spearheaded paid social efforts, bringing our ad impressions from 0 to
over 4 million in just 6 months which resulted in a sharp increase in sales

FREELANCE DESIGNER – Global Women's Innovation Network

Washington, DC | June 2019 – Present

- Updated logo, colors, and brand standards and design event creative.
Also work on general design projects for their client the NewDems

ART DIRECTION INTERN – Energy BBDO

Chicago, IL | June 2019 – August 2019

- Produced banner ads, mood boards, storyboards, and decks, as well
as worked with a copywriter to generate creative ideas for clients like
Wrigley Gum, SC Johnson, Starbucks, Bayer, and Pearle Vision
- Strategized, art directed, and designed a campaign pitch for the app
“Changed” and presented my work directly to the client and agency

ART DIRECTOR – MOJO Ad – Mizzou's Student Staffed Agency

Columbia, MO | August 2018 – May 2019

- Collaborated with a team of 11 to create a campaign that repositioned
Chevrolet's brand image, which we pitched to GM Executives and won
- Art directed and designed a Silver ADDY Award-winning campaign for
the University of Missouri School of Journalism's annual Career Fair

CREATIVE INTERN – Emagine Creative Agency

Dublin, Ireland | June 2018 – August 2018

- Strategized marketing efforts and designed event deliverables for a food
tourism festival that drew thousands of visitors to County Kildare, Ireland
- Designed custom websites for three clients using Sketch software

SKILLS

InDesign • Illustrator • Photoshop • Microsoft Office • Hootsuite • Sketch
Procreate for iPad • Final Cut Pro • Facebook and Google Ads Manager