

L. Alex Bean

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Objective: A position in digital publishing, with a focus on email and content marketing.

Education: Bachelor of Arts (BA), Reed College, Portland, OR (May, 2004) Liberal Arts Curriculum: Political Science major with focus on Sociology and Humanities. <http://www.reed.edu>

Continuing Education Design Classes, School of Visual Arts, Manhattan, NY (Summer 2007): Adobe Photoshop, Illustrator, InDesign, Dreamweaver and Digital Photography, 11.5 total CEU credits. <http://www.sva.edu>

Summary: *Dynamic, Self-Motivated Digital Native with Exceptional Communication and Organizational Acumen, a Passion for Technology, and an Enthusiasm for the Web.*

Experienced and Skilled in Digital Design, Website Development, Web Content Management, Search Engine Marketing & Optimization, Organic Strategies, Content Curation and Blogging, Social Media Channels, Email Marketing, Web Analytics and Reporting, User Experience Design, Print Media Layout & Publication and Digital Photography.

Adobe Creative Suite, Content Management Systems, Digital Analytics & SEO, HTML/CSS, Social Media Strategy, Digital Photography, Video Editing and Digital Media Management.

Recent Work Experience:

• **Digital Editor – Bonnier Corporation, Dive Group** Winter Park, FL (Feb. 2014 – Current) Editorial Web Content Management, Email Newsletters and ScubaLab Gear Testing for *Scuba Diving* and *Sport Diver* magazines.

• **Online Marketing - 321 Enterprise Design Studio** Winter Park, FL (Aug. 2009 – Current) WordPress Website Development, Graphic Design, Print Media, SEO, Local Listings Management, Digital Photography, Technical Consultation. <http://321enterprise.com>

• **Digital Media Specialist - The Space Coast Art Festival** Cocoa Beach, FL (May. 2009 – Current) Website Development, Social Syndication, Print Design & Layout, Technical Consultation, Logistical Support. <http://spacecoastartfestival.com>

• **Digital Producer – Bonnier Corporation, Dive Group** Winter Park, FL (Nov. 2012 – Feb. 2014) Sales Web Content Management, Email Newsletters and Asset collection for *Scuba Diving* and *Sport Diver* magazines, part of the Active Interest Network (AIN). <http://scubadiving.com> and <http://sportdiver.com>

• **Interactive Marketing Analyst – TBC Corporation** Juno Beach, FL (Jan. 2012 – Sep. 2012) SEM, Google AdWords Account Management, Graphic Design for Digital Marketing, Wildfire Promotions for Facebook. <http://www.tbccorp.com>

• **Webmaster – The Beachside Resident Magazine** Cocoa Beach, FL (Jan. 2009 – Mar. 2013) Wordpress Website Development, Content Management, Print-Production Layout, Graphic Design, Social Media, Photography and Promotional Marketing. <http://thebeachsideresident.com>

• **Online Marketing Coordinator – Mercedes Homes** Melbourne, FL (Feb. 2010 – Dec. 2011) Website Content Management and Development, Google Analytics Reporting and AdWords Account Management, SEO/SEM and Social Media Strategy, Email Marketing and Lead Generation, Graphic Design, Photography and Video Editing. <http://www.mercedeshomes.com>

• **Director of Graphic Design – Brevard Night Life** Merritt island, FL (Mar. 2008 – Dec. 2008) Website Development, Testing and Evaluation, Logo and Branding Design, Brochures and Printed Media, Email Marketing and Technical Consultation. <http://www.brevardnightlife.com>