Alex Whiteside

BRIEF SUMMARY

Marketer and graphic designer with *B.A. in Visual Communication Design*. Seven plus years of experience in end consumer goods. Over five years in leadership over marketing, sales, or customer service associates. Responsible for mission critical decisions pursuing business objectives and meeting needs of customers nationwide and overseas.

TANDEMKROSS, LLC Weare, NH

Hired in 2019 followed by several promotions

- *Director of Marketing & Technology* (2025–Present)
- *Sales & Marketing Manager* (2023–'25)
- *Marketing Manager* (2021–'23)
- *Marketing Associate* (2020–'21)
- *Graphic Designer* (2019–'20)

CEDARVILLE UNIVERSITY Cedarville, OH

Graduated 2018
B.A. in *Visual Communication Design*
Emphasis in *Graphic Design*
Additional training and coursework in Web Design, UX/ID, Motion Graphics, Three-Dimensional Art, Production Design, and Communications

- **Uplift and protect the brand**
  - Strengthen branding standards and guidelines
  - Hire and manage expert full-time videographer and marketing specialist
  - Direct marketing associates in elevating brand's visual identity
  - Enforce consistent visual quality across all marketing channels
  - Represent the brand at key B2B and B2C events domestically and internationally
  - Craft and manage asset creation for daily tasks
  - Design and manage asset creation for events
  - Update company policies to protect the company and promote positive customer experience
- **Influence product development and compose go-to-market strategies**
  - Analyze competing products or companies for pricing, market reception, availability, etc
  - Help define required feature set or other values to maximize end consumer adoption
  - Collaborate with influencers and major publications for new product reviews and press releases
  - Oversee marketing team completes required launch tasks
- **Improve business processes, tools, and reporting**
  - Optimize workflows by updating SOPs, integrating new software, or optimizing existing digital tools
  - Create and standardize crucial KPI reports for multiple departments
  - Find potential marketing or advertising opportunities and assess performance to optimize or deactivate them
  - Maintain website and online product catalog to ensure positive user experience and optimize conversions
- **Communicate and coordinate with the rest of the business**
  - Meet daily with leadership to discuss daily vitals and monitor open or introduce new action items
  - Routinely meet with sales and customer experience to cover critical upcoming launches, events, or initiatives
  - Guarantee marketing associates are well-informed and ensure tasks are aligned with current needs and priorities

ADDITIONAL SKILLS & EXPERIENCES

- **Google Suites** (Gmail, Sheets, Calendar, Meet, Forms, Docs, etc)
- **Spreadsheets** (writing complex functions and generating engaging infographics)
- **Adobe Creative Cloud** (inDesign, Illustrator, Photoshop, Acrobat)
- **HTML and CSS**
- **Custom UTM Google campaign tags**
- **Online marketing/E-commerce tools** (BigCommerce, Shift4Shop, Mailchimp, Klaviyo, ShipStation, AvantLink, etc)
- **Mechanically inclined**
- **Travel-well**
- **Research and data analyses and representation**
- **Official first-aid and Stop the Bleed training certification**

ADDITIONAL PAST ROLES

- **Starbucks** (Barista, Supervisor, and Certified Barista Trainer | 2014–'20)
- **Webster Elementary School** (Paraprofessional | 2014–'16)

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