

# Alexander **Rakim** Whiteside

## Creative | Intentional | Efficient

### Academic

#### **Cedarville University**

*Cedarville, OH | 2012-'14; 2016-Graduated 2018*

- BA in Visual Communication Design
- Minor in Biblical Studies

#### **Key Courses**

- Two Dimensional Design
  - Typography
  - Illustrator
  - Photoshop
  - Introduction to Business Communication
  - Introduction to Motion Graphics
- Graphic Design I, II, & III
  - Production Design I & II
  - Three Dimensional Design
  - Web Design I & II
  - User Experience & Interface Design
  - Cross Cultural Communication

#### **Southern New Hampshire University**

*Manchester, NH | 2014-'15*

- BA in Visual Communication Design

### Professional

#### **TANDEM KROSS**

*Weare, New Hampshire | September 2019-Present*

**Graphic Designer 2019-'20**

**Marketing Associate 2020-'21**

**Marketing Manager 2021-'23**

**Sales & Marketing Manager 2023-Present**

- Gather and analyze data to formulate sales and marketing strategies
- Discover fruitful sales and marketing opportunities (events, tools, ad campaigns, partnerships, etc)
- Collaborate with other departments to determine prices, set special promotions, and find dealers
- Assist product development and engineering teams in determining product viability, market needs, and product requirements
- Manage online product catalogue (SEO, product descriptions, product photos, upsell items, etc)
- Evaluate market and industry trends to offer sales, marketing, and product development direction
- Network with media and executives of external companies for projects, campaigns, and releases
- Create or influence design solutions and decisions (literature, photography, packaging, product logos, apparel, product design, video, etc)
- Manage and empower marketing and sales teams; assign tasks, monitor and assist, provide direction
- Meet with other parts of the business to find ways to standardize or optimize processes
- Help find ways to reduce cost, time, or waste while maximizing returns on investments
- Protect the company and customer satisfaction

#### **Starbucks Coffee Company**

*Multiple locations | May 2014-February 2020*

**Barista**

**Certified Barista Trainer**

**Shift Supervisor**

- Supported positive guest experience
- Managed inventory and placed product orders
- Served and prepared food and beverages
- Preserved quality, health, and safety standards
- Cleaned and maintained facilities and equipment
- Supervised and trained partners
- Promoted inclusivity for guests and partners

#### **Additional Skills & Experience**

- Paraprofessional for ESL students and students with EBDs (Manchester, NH | 2014-'15)
- Proficient data analysis and presentation skills
- Proficient in Google Sheets/Microsoft Excel
- Well versed with Google Suite (Sheets, Doc, Forms, Slides, Mail, Meet, Calendar, etc)
- Intermediate to proficient with a number of Adobe Creative tools (InDesign, Illustrator, Photoshop, After Effects, Acrobat)
- Mechanically inclined (work well with my hands)
- Strong ability to conceptualize 2D and 3D spaces
- Fast learner, strong memory, high focus on details
- Can prototype and offer proofs of concept
- Highly value community; relationship driven
- Excellent written and spoken communication
- Work well with others in group settings
- Driven and motivated to succeed and grow