

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

Southern New Hampshire University

Manchester, NH | 2014–'15

- BA in Visual Communication Design

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

Professional

TANDEMKROSS

Weare, New Hampshire | September 2019–Present

Graphic Designer 2019–'20

Marketing Associate 2020–'21

Marketing Manager 2021–'23

Sales & Marketing Manager 2023–'25

Director of Marketing & Technology 2025–Present

- Collect and interpret data to craft marketing and sales strategies and improve customer experience
- Identify key sales and marketing opportunities (events, internal tools, advertising opportunities, new products, campaigns, partnerships, etc)
- Collaborate with Sales team to set and update pricing, create B2B/B2C promotions, secure new resellers and wholesalers, create presentations and other assets for B2B pitches, etc
- Assist Product Development and Engineering teams to evaluate and define market needs, target cost and price, product requirements and viability, design aesthetics, market competition, etc
- Coordinate with Manufacturing and Operations teams to carefully meet needs and requirements for packaging, government regulation compliance, and order fulfillment digital workflow
- Monitor and manage integration of internal digital tools to maintain, standardize, or improve workflows or processes
- Manage website (SEO, resource and T&C pages, product descriptions, contact forms, important messages for users, product photos, upsell items, fraud prevention, compliance management, etc)
- Evaluate market and industry trends to guide sales, marketing, and product development

- Connect with media members and external partner companies to manage projects, campaigns, new product releases, giveaways, etc
- Create or influence design solutions and decisions (brochures/flyers, photography, packaging, product logos, apparel, product design, video, etc)
- Manage and direct marketing team with daily tasks and strategic initiatives including direction and feedback on photo/video content, social media posts, product descriptions, and email newsletters; defining messaging or voice for campaigns; elevating visual brand identity; etc
- Help find ways to reduce cost, time, or waste while maximizing returns on investments
- Uphold brand reputation and customer satisfaction
- Acting as brand ambassador at industry events

Additional Roles & Skills

- Starbucks (Multiple roles and locations | 2014–2020)
- Proficient data analysis and presentation
- Proficient in Google suite (Analytics, Sheets, Forms, etc)
- Proficient in much of Adobe Creative Suite (Ai, Ps, Id)
- Proficient with Shift4Shop and BigCommerce
- Intermediate with ShipStation and OrderTime
- Intermediate with HTML and CSS
- Strong ability to conceptualize 2D and 3D spaces
- Deeply detail-oriented
- Deep understanding and experience with both physical and digital media/marketing production process
- Highly value community, teamwork, and collaboration
- Excellent written and spoken communication
- Work well with others in group settings
- Resourceful with commitment to excellence