

ALEXANDRA GRAY

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Languages: Native English; Professional Working
Proficiency French

WORK EXPERIENCE

Brave Bison- Social and Digital Media Manager | October 2017 – April 2018

- Extensive knowledge and experience of YouTube, Facebook and Instagram operating systems
- Editorial strategy, analysis and audience development of clients' entertainment, tech and lifestyle channels
- Growing views and engagement across brands such as HP, Shell and Link-Up TV
- Reporting and data analytics
- Creative consultant for content and events
- Initiated successful development of the Instagram management department

Distract TV- Presenter and Researcher | January 2018 – September 2018

- Researching and presenting fashion and music events
- Covering events such as London Fashion Week, and Sony Music artists

HG Entertainment Agency- Events Executive | May 2017 – October 2017

- Management of event bookings, finances and accounts
- New business development
- Strong MS Office proficiency
- Highly organized: working to tight deadlines and large budgets

Phoenix Global Media Network- Project Coordinator and PR | August 2016 – September 2016

- Knowledge of E-Commerce including social media, website and app development, and SEO
- Presented and pitched at tech-events
- Successful lead generation for sales by sourcing clients in relevant sectors
- Project coordinator between local clients and offshore company teams for website and app-development projects

Tonteria- Marketing | May 2016 – August 2016

- Growth of Instagram account from 500 to 4000 organic followers
- Content director across all social media channels
- Publishing events and exceeding KPI expectations for successful ROI with direct conversion for bookings

EDUCATION

2014- 2017 | University College London | BSc Psychology

1st Class Honors (1:1) with British Psychological Association (BPA) accreditation

Student Representative for UCL Careers- January 2017

- Elected representative for the Careers Department to develop a more proficient service for the student body

2007-2014: The Leys School Cambridge – Prefect, Drama Scholar

A2 Levels: Biology (A*), French (A*), Geography (A), Chemistry (A)

GCSEs: 11 A*s and 1A