

## Education

- 2016 SDA BOCCONI, Milan, Italy  
Master of Business Administration
- Concentration: Innovation and Marketing
  - Class Co-President
  - President of the Luxury & Arts Club
- 2014 ECKERD COLLEGE, St. Petersburg, FL, USA  
Eckerd College Certificate in Digital & Social Media Strategy & Tactics
- 2005-2009 NEW COLLEGE OF FLORIDA, Sarasota, FL, USA  
Bachelor of Arts in Economics

## Professional Experience

- 2016 CABL.CH, Geneva, Switzerland  
MBA Summer Internship
- Strengthened the CABL brand through competitor analysis, online strategy audit
  - Created and designed social media content, e-mail communications, marketing campaigns, and training material, for following 12 months of company operation
- 2009 - 2016 REMARQED.COM, Tampa, FL, USA & Milan, Italy  
Blogger/Owner
- Creator of original content on luxury, style, retail, travel, and lifestyle topics
- 2013-2015 TAMPA BAY AREA REGIONAL TRANSPORTATION AUTH., Tampa, FL, USA  
Communications Manager
- Guided the launch of new [www.TBARTA.com](http://www.TBARTA.com), integrating two other legacy websites, while improving user experience and overall aesthetics. A contract worth \$95,000
  - Created an online, searchable, and public database of 250 public and private transportation providers. Made the same available by phone, toll-free. A project worth \$300,000
  - Managed one employee (Transportation Planner) for workload, schedule, time management
  - Grew social media presence of TBARTA by 30% over two years, between Facebook, Twitter, Instagram, and YouTube
  - Presented to ~30 civic & business groups comprised of ~1,200 professionals on the importance of regional urban and transportation planning
  - Converted all outgoing mass e-mail communications to Mailchimp, growing subscribers by 38% over 1 year
  - Member of Tampa Bay Partnership Regional Marketing Council
  - Member of Saint Leo University Tapia Business School Industry Council
- 2012 - 2015 GASPARILLA FESTIVAL OF ARTS, Tampa, FL, USA  
Co-Chair
- \$250,000 annual public art show & market
  - Manager of six volunteer committees incl. Marketing, Sponsorship, Documentation
- 2009-2013 JACOBS ENGINEERING, INC., Tampa, FL, USA  
Urban Planner
- Member of award-winning public outreach and education project for transportation planning client, a contract worth \$1 million
  - Managed client social media presence, growing 300% in 3 years
  - Co-founded and grew global internal PR Consulting Professionals group

## Languages

English: Native, French: Basic, Italian: Intermediate (currently B1)

## Additional Information

### Endorsements:

- "As the president of the Luxury & Arts Club and, Alex has been active in promoting and organizing a number of events and meetings. Very motivated and committed, Mr. English is also a very nice person with a gentle mood and is always eager to work with others. I would recommend him to any institution looking for a MBA candidate with a particular attitude toward fine arts and luxury." - *Stefano Gatti, SDA Bocconi Full Time MBA Program Director*



### Personal Data

Place of Birth: Tampa, FL, USA  
Date of Birth: 22-02-1987  
Nationality: American

### Permanent Address

1503 East 5th Avenue Unit E,  
33605 Tampa, Florida, USA  
Mobile: +1-813-3358753

### Present Address

Via Emilio Gola, 8 c/o Faverzani,  
20143 Milan, Italy

### School E-mail

[alexander.english@mba.sdbocconi.it](mailto:alexander.english@mba.sdbocconi.it)

### Personal E-mail

[a.t.english3@gmail.com](mailto:a.t.english3@gmail.com)

### Web Site

<http://www.Remarqed.com>