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# Alex English

## STORYTELLER • ACCOUNT SUPERVISOR • STRATEGIC THINKER

- Define and distill key messages and craft targeted PR strategies that ensure maximum impact and media traction.
- Approach all projects and clients with enthusiasm and focus, aiming for originality, uniqueness, and clarity.
- Lead internal and external relationships built on honesty, integrity, and clarity, with a genuine desire for success.

### PR ACCOUNT MANAGER

The Bulleit Group (San Francisco, CA | 2019)

Lead day-to-day account management for a cybersecurity B2B client; realizing 75% of yearly media hit goals within first quarter, including contributed content in Forbes, Apple News, VentureBeat, and Morning Consult.

- Manage media and analyst relations, events program, contributed content, and customer activation for DC-based cybersecurity client and Austin-based data science/AI client.
- Craft brand messaging matrices including mission, vision, tone, elevator pitch, core values, and positioning.
- Develop non-traditional avenues for thought leadership, including Quora sessions and podcast interviews.
- Garner earned and sponsored speaking opportunities at vertical-specific and top-tier tech events.
- Track new business leads, assist with proposals and presentation decks, and help onboard new clients with day-long executive Q&A workshops.
- Mentor one Nashville-based direct report, owning her on-boarding process, training; facilitate regular check-ins and side-by-side remote work.

### BRAND COMMUNICATIONS CONSULTANT

(San Francisco, CA | 2017-2019)

Lead communications, marketing, and brand management projects with clients in lifestyle, corporate healthcare, media, retail, hospitality, and real estate.

- **Tricycle Studios for Vizient** | Conceptualized and built branded content and collateral communication toolkits for 160 field sales reps to use in cultivating long-term connections with their clients, for whom a personalized note on branded stationery stands out in the sea of email.
- **Armature Works** | Established brand voice and implemented storytelling strategy across digital & print media, helping to cement the property (a master-planned development with historic central market hall, event spaces, co-work space, branded residential) as *the* lifestyle destination; over 1 million visitors in first year of operation.
- **83 Degrees Media** | Wrote high-viewership stories on technology, innovation, diversity, and entrepreneurship for regional media publication; connected editor to strategic underwriting partnerships resulting in a broadening of the publication's scope and ability to hire additional staff.
- **Questus for Howard Johnson Hotels** | Led 30-look model wardrobe styling for hotel chain's national advertising campaign photoshoot over three days; ensured looks aligned with brand identity; came in under budget.
- **Montblanc** | Collaborated with luxury accessories brand to host seasonal events; introduced management to local fine artist who has gone on to co-host nearly 20 in-store events for VIPs.
- **Uncommon Finds** | Developed and implemented online and offline marketing plan for independent e-commerce fragrance business, resulting in 24% increase in digital engagement and 30% increase in sales from 2017 to 2018.

### MARKETING COMMUNICATIONS MANAGER

The Paper Seahorse (Tampa, FL | 2017-2018)

Led marketing and communications efforts for a retail startup; reached 100% sales growth two years in a row so founder could sell an existing business and rely solely on the income from her startup.

- COMMUNICATIONS MANAGER** Conti Advanced Business Learning (Geneva, Switzerland | 2016-2017)

- Crafted digital communications plan and two years of email and social media content on 30 negotiation-related subjects, drawing from primarily from behavioral psychology research.
- Created in-depth papers, illustrations, and videos on topics like negotiating with single-source suppliers, gender differences in negotiation, and cross-cultural negotiation; some in English, some in French, and some in Italian.
- Drove engagement with CEO's LinkedIn presence, making it the most viewed among colleague network of 6,000.
- Grew email subscribers by 22% over one year.

## TBARTA (Tampa, FL | 2013-2015)

- Grew e-mail subscribers by 38% and web traffic / social media engagement by 30% in first year.
- Identified earned media opportunities and drove press engagement to reach a 50% increase over two years.
- Migrated three legacy websites to new enterprise website, supervising \$90,000 budget and two vendors.
- As media liaison and spokesperson, directly engaged 5,000 civic and business leaders during 150 lunchtime or evening meetings.
- Hired and trained a communications specialist, who became my replacement.

## Jacobs Engineering Group (Tampa, FL | 2009-2013)

- Engaged hundreds of thousands of citizen stakeholders using emerging technologies like telephone town halls and social media, resulting in a significantly lower per-person cost vs. established offline methods.
- Developed game-like interactive maps and features to explore proposed projects.
- Created clear and concise print content and collateral for over 300 public meetings and presentations to community groups and stakeholders over three-year period for key client.
- Managed the efficient proofing and revision flow of 20 technical documents for \$3 million project deliverable.
- Founded companywide internal group of peer public engagement colleagues to discuss best practices and tools.

**Bocconi Alumni Association, San Francisco Chapter** *BOARD MEMBER (SAN FRANCISCO, CA | 2018-PRESENT)*

- ## Gasparilla Festival of the Arts

*BOARD MEMBER (TAMPA, FL | 2012-2018)*

- Led PR and marketing efforts for the 50-year-old festival, which annually hosts 300 visiting artists at an event

with a budget of \$350,000.

**SDA Bocconi Luxury & Arts Club**

*PRESIDENT (MILAN, ITALY | 2015-2016)*

- Arranged 30 networking events and presentations with luxury, retail, and art businesses for 500 masters students.

**EDUCATION**

**SDA Bocconi School of Management | Milan, Italy | MBA | 2016 | Class President**

**New College of Florida | Sarasota, FL | BA, Economics | 2009**