

ALEXANDRA GOUDY

Creative individual looking for career in Advertising and Marketing field.


PERSONAL PROFILE


My name is Alexandra Goudy and I'm a hardworking, passionate and driven 23-year-old with a Bachelor of Science in Journalism with an emphasis in Advertising from the University of Wisconsin - Oshkosh. I am looking to gain hands on experience and apply my skills in related fields. During my time at the University, I have gained interest and experience in visual design, research, writing/editing, social media, photography, Photoshop, advertising campaigns, brand development and strategic and creative thinking. My Portfolio, linked below, shows evidence of my creative abilities.

SKILLS


- Extremely organized and an efficient multitasker
- Experienced in quality guest service, having strong interpersonal communication skills
- Works well independently and as a team-member
- Skilled in AP style writing and editing
- Skilled in Microsoft Office
- Efficient with Adobe Creative Suite
- Flexible and reliable
- Understanding of social media engagement and networking
- Understanding of marketing on different platforms with strategic planning
- Passionate about advertising and always looking to learn

CONTACT INFORMATION

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LinkedIn: @Alexandra-Goudy

WORK HISTORY

MILWAUKEE SAIL LOFT

Server | 2017 - Present

- Provided quality customer service in a nautical seafood restaurant on the Milwaukee river.
- Listened to, understood and clarified guest concerns and issues.
- Bussed and reset tables and kept dining room and work areas clean.
- Up-sold alcoholic beverages, appetizers and desserts.
- Guided guests through menus while demonstrating thorough knowledge of the food, beverages and ingredients.

THAT'S AMORE

Server | 2016 - 2017

- Provided quality customer service in classic Italian dining setting.

RUSTICO PIZZERIA

Server | 2015 - 2016

- Provided quality guest service in a modern Italian style restaurant on the Milwaukee river.

STONEFIRE PIZZA COMPANY

Party Host | 2012 - 2014

- Decorated and set tables in accordance to party themes and age groups.
- Answered customer questions regarding merchandise and pricing.
- Provided party services including: Food & beverage service and entertainment such as balloon animals, magic tricks and face painting.

PROFESSIONAL EXPERIENCE

NATIONAL STUDENT AD COMPETITION

Managing Editor & Lead Graphic Designer | 2019

- Created a complete advertising campaign from creative brief and strategy to advertisements.
- I put together the plans book and presentation for the competition
- I assumed a leadership role and gained project management experience.

OTHER

Some client work

- Recreated website for a rental property company.
- Created logo for Repka Electric LLC.

EDUCATION HIGHLIGHTS

UNIVERSITY OF WISCONSIN - OSHKOSH

Oshkosh, WI

Bachelor of Science | Journalism-Advertising

- Graduated in May 2019
- Member of Art Club, Advertising Club and Photo Club
- AAF Member for the National Student Ad Competition
- Managing Editor and Lead Graphic Designer

WHITNALL HIGH SCHOOL

Greenfield, WI | 2014