

ALEXANDER CHEN

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EDUCATION

University of Toronto

Pursuing Honours Art: Digital Enterprise Management Specialist
Honors/Activities

Mississauga, Canada
Class of 2024

- D-League Tri-Campus Soccer (General Member)
- UTM ROCSAUT (Vice-President)

Seattle University – Albers School of Business & Economics

Attended Bachelor of Arts in Business Administration; Marketing & Management Major

Honors/Activities

- Alpha Kappa Psi (Gamma Omega)
- Undergraduate Leadership Program (General Member)

Seattle, WA
Class of 2023

WORK EXPERIENCE

Aves Lair Internship

Marketing Intern

Remote

June 2021 – Present

- Generated 14,000 post engagements within 3 months of managing Twitter
- Researched and curated content posts on Twitter according to specific web3.0 target audience
- Through proper planning, coordination, and execution, ensured a successful delivery of Pitch Night
- Orchestrated Pitch Night as a moderator through providing guest speakers with discussion topics

Veerah Internship

Photographer

Taipei, Taiwan

December 2020 – April 2021

- Composed functional photos used in the ‘Veerah: Warrior to Watch Series’ blog
- Mentored an award-winning author and Harvard professor in a series of poses to execute the desired outcome of photos
- Accountable for images used cross channels and touchpoints from website, newsletters, to social
- Prepared storyboards, sets, and cameras to ensure photographs were taken in a timely manner

Upwork

Freelance Videographer/Photographer/Video Editor

Taipei, Taiwan

August 2020 – Present

- Grew a Korean client’s audience by delivering 3 qualitative videos each week for 3 months
- Generated an average of \$2,000 revenue per month from clients
- Capable of shooting videos consistently for different clients from Korea, Africa, Thailand, and America

SUM by SUM Style Internship

Brand Developer / E-Commerce Intern

Seattle, WA

January 2020 – March 2020

- Orchestrated a sponsoring project with a company in order to integrate our firm's products
- Established new partnerships with local firms
- Analyzed historical sales data and geographic data to identify product trends and market target

World of Enrichment

Co-Founder / Publicity Manager / Teacher

Taipei, Taiwan

August 2017 – Present

- Recruited sufficient teachers for the organization to achieve a teacher student ratio of 1:3
- Produced an informational video that received approval from the Government's Educational Bureau for funds worth of \$500
- Managed the operations of logistics such as managing teaching schedules, material necessities, and traveling funds
- Educated lower class KA to Grade 5 students to improve their vocational and writing skills in English

LEADERSHIP & PHILANTHROPY

Taiwanese Military

Private Class

Miaoli, Taiwan

January 2021 – May 2021

- Organized, security checks, and maintenance on military equipment to certify safe and efficient delivery
- Supervised a company for the military march and conducted traffic control

ADDITIONAL SKILLS

Skills: Microsoft Applications, Final Cut Pro, Adobe Cloud Applications, Filming, Google Analytics, Facebook for Business, Twitter, Instagram, Adobe Acrobat Professional, InDesign, Photoshop, WordPress, Social Media, Interpersonal Communication, Presentation Skills, Marketing, Customer Service, Event Management, Brand Development & Promotion

Languages: English (Native) Chinese (Native) Spanish (Fluent)