



# Alexandria Wright

Master's Student in Data Science and Business Analytics

Ambitious graduate student with a strong work ethic looking to combine my analytical, entrepreneurial, problem-solving and project management skills



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Charlotte, NC



Awrightone.com



## SKILLS

- SAS
- Excel
- SQL
- Asana
- ggplot2
- Mailchimp
- Canva
- Salesforce
- Social Media
- Research
- SEO
- Reporting
- Database Management
- Email Marketing and Automation
- Tableau
- Problem Solving
- Python
- Attention to Detail
- Creativity
- Communication
- Project Management
- Budgeting
- Presentation
- Emotional Intelligence
- Time-Management
- Leadership
- Critical Thinking
- Negotiation



## WORK EXPERIENCE

### Business Support Specialist (Contract)

tenBiz, Inc.

02/2021 - 07/2021

Sylva, NC

tenBiz, Inc. is the small business owners source of consulting, training, mentoring and problem solving.

Achievements/Tasks

- Programmed new workshop curriculum for North Carolina's Small Business Center Network emphasizing on content marketing and inbound marketing strategy
- Certified in REAL (Rural Entrepreneurship through Action Learning) Entrepreneurship Facilitating
- Spearheaded non-profit reporting project for rural NC State agricultural grant

### Marketing Support Specialist/ Account Coordinator

The Castle Group

08/2020 - 05/2021

Remote, NC

Client- Centered Event Management and Public Relations Firm

Achievements/Tasks

- Formalized strategy for improving Constant Contact Metrics and Master Contact List for interns to execute (Marketing Support Specialist)
- Audited event statistics for Castle Events from 2020-2021 (Marketing Support Specialist)
- Advised basic client counsel on tactical matters (Account Coordinator)
- Drafting and distributing press releases, compelling pitches, media alerts calendar listings, and leading follow-ups (Account Coordinator)



## EDUCATION

### Masters in Data Science and Business Analytics

University of North Carolina-Charlotte

01/2022 - Present

### Bachelor of Science in Business Management

Wentworth Institute of Technology

09/2016 - 08/2020



## CERTIFICATES

### Real Entrepreneurship Facilitator (07/2021 - Present)

Certified in REAL (Rural Entrepreneurship through Action Learning) Entrepreneurship Facilitating



## ORGANIZATIONS

### CROWNS (09/2019 - 08/2020)

Public Relations Officer | Uplift members in both their academic and professional endeavors; while creating a safe space for BIPOC

### Accelerate: Start-up Incubator (08/2016 - 08/2020)

Active Member and work study of the Accelerate Program, Innovation and Entrepreneurship Center at Wentworth



## WORK EXPERIENCE

### Operations and Sales Intern Multiwall Systems

01/2019 - 12/2019

Boston, MA

Real Estate Start-Up specializing in room dividers for studio apartments

#### Achievements/Tasks

- Served as point of contact for National Cinema Media (NCM) successfully airing promotional ads at high grossing movies in local luxury cinemas
- Implemented Salesforce as a business solution for maintaining company
- Created and managed all social media platforms including the creation of graphics, video content and blog articles
- Utilized Mailchimp for email campaigns that yielded open rates between 35%-55%

### Client Engagement Intern Bright Horizons Headquarters

06/2018 - 12/2018

Watertown, MA

#### Achievements/Tasks

- Supported growth marketing during corporate rebrand by participating in internal reviews, photo & video campaigns, and ensuring roll-out timing
- Launched 800+ B2B clients onto new community platform within Salesforce
- Created and generated custom marketing material for tier 1 and tier 2 clients



## REFERENCES

#### Alicia Morrel, Operations Manager, The Castle Group

*"I had the pleasure of working with Alex during her events management internship at The Castle Group. Alex is hardworking, detail-oriented, trustworthy and passionate. No matter what the task, Alex responded with urgency and enthusiasm to help. She performs well under pressure, responds to deadlines and effortlessly fits in to the team environment. Alex would enhance and compliment any team composition. I would recommend and endorse her for any future employer, and hope our paths cross again in the future!"*

#### Tory Lam, Lab Technician, Acclerate

*"Students like Alex Wright are the ones that gives me hope for the future of society. Her positive attitude and radiant energy emanates to those around her which has had a great impact to those engaged with our center. Whether it be through her participation in our one day thinktanks focused on addressing systemic issues in our community and beyond, or her helpful and friendly presence at the front desk greeting those entering the space, she always finds the time to help us and still function as a full time student. With the thousands of students Ive engaged with over the years, there has only been a select few that I am comfortable inviting to major events that requires students to work among industry experts, professionals, and in some cases, international government officials. Alex is one of those students. She puts all people on the same level and has the ability to adapt to any situation."*

#### James Therien, Srum Master, Bright Horizons

*"What sets Alexandria apart from her peers both professionally and personally is her authenticity. I had the pleasure of working with her at Bright Horizons where she made a name for herself by asking the right questions and continuously putting her best foot forward. Aside from having an excellent work ethic, Alex has a unique energy thats seldom seen in young professionals, and it comes from genuinely enjoying the process of learning new concepts. Any employer should consider themselves lucky to have her, as she possesses some inexplicable qualities one cant quantify on paper but are the most difficult to find."*



## PERSONAL PROJECTS

### STRIVE Senior Capstone Project (06/2020 - 08/2020)

- Project managed and executed a semester long marketing campaign focused on rebranding a nonprofit by increasing publicity, web presence, and community exposure.

### Social Media Coordinator (08/2018 - 06/2020)

- Managed multiple social media accounts for small businesses and clubs and organizations on campus.



## ACHIEVEMENTS

### Deans List

*Fall 2018, Summer 2019, Spring 2020, Summer 2020, Spring 2022*

### Barista of the Year Finalist

*October 2018*

### Black Belt Shaolin Kung-Fu

*June 2007*