

Alexandra Pauline

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EDUCATION

Sarah Lawrence College
Bronxville, NY

Bachelor of Arts, 2009
Theatre, Film History

*"You want to give the world some sort
of spark, that's perhaps not there."*

– Diana Vreeland

INTERNSHIPS

Roundabout Theatre Co. – New York, NY / 2010
Audience Services Representative

Viacom – New York, NY / 2009
MTV News Production Intern

The SOURCE Magazine – New York, NY / 2008
Branded Content Intern

Condé Nast – New York, NY / 2007
Teen Vogue Features Intern

SKILLS

Facebook, Instagram, Twitter

Snapchat, TikTok, YouTube et al.

Community Management, Social Optimization

Copywriting, Public Speaking, Public Relations

Keynote, Salesforce, Basecamp, Digital CMS

Adobe CC, Microsoft, Google, Mac OS X

Conversational Spanish, French and Italian

CLIENTS

HBO, Showtime, MTV, VH1, BET, Lionsgate,

A24 Films, Focus Features, Procter & Gamble,

Coca-Cola, McDonald's, LVMH, Ikea, Champs

Sports, Under Armour, New Balance, Converse,

Diageo, Bacardi, Audi, Toyota, Microsoft et al.

EXPERIENCE

Creative Services – New York, NY / 2019-Presently working with Bleacher Report
Assistant Director, Producer, Project Manager

- Sony - "You're Not Wrong (Piano Version)" Music Video, Featuring Wet
- Apple TV - "Dear..." Series, Featuring Gloria Steinem et al.
- Vimeo Staff Pick Winner - "Dwelling" Digital Short
- Ulta Beauty - Benefit Cosmetics Commercial Photoshoot
- Leibowitz Design - Creative Project Manager
- Sarah Lawrence College - Annual Reunion Event Producer

Complex Networks – New York, NY / 2016-2019

Senior Producer, Brand Partnerships Studio (2017)

Producer, Brand Partnerships Studio (2016)

- Organized objectives into actionable tasks and documents for meetings and shoots; grew Champs Sports YouTube channel from zero to 100K+ subscribers through four white label shows and social
- Supervised crew, designers and writers to produce first to market branded campaigns; directed workflow and creative for live activations, events, social media, digital video, OTT and broadcast
- Managed budgets, schedules, and G2M strategy of multiple videos on fast-paced timelines; led creative direction, internal ideation, and client services from development through launch
- Pitched creative, collaborated with internal content teams to develop authentic integrations and custom social first concepts, across platforms and formats; talk shows, docuseries, video portraits
- Initiated campaign copywriting, translated client feedback internally to strategize and share solutions throughout; ensured partnerships were executed according to creative, scope and KPIs
- Tracked and anticipated trending hashtags and tentpole events; leveraged trends into treatment development to continuously elevate episodic series, and prepare for any real time pivots on set
- Monetized Complex's video first and ComplexCon initiatives; established best practices and case studies to advise CRO on opportunities to parlay original programming into new business
- Liaised between sales, paid social and audience development to advance programs beyond goals
- Nurtured the potential of the next generation of great creatives through mentorship

Small Girls PR – Brooklyn, NY / 2015

Senior Strategist

- Full-time consultant specializing in social media content development and integrated marketing strategy; worked with the agency's Innovation team on Elvie, Panasonic and General Electric
- Conceptualized and produced entertainment and lifestyle initiatives; secured talent, led external relationship management, communicated scope of work and provided situation analysis
- Leveraged communication across social and event marketing to develop newsworthy narratives

Northside Media Group – Brooklyn, NY / 2013-2015

Creative Project Manager

- Positioned strategy at the forefront of sales to assemble and lead the creative team resulting in the company's first \$1MM campaign; a video content hub and event series with Jameson Irish Whiskey
- Directed brand partnerships across large-scale multi-platform campaigns from approach to action, providing global brands access to alignment with the lifestyle of trendsetting young urbanites
- Led project execution as the primary client-facing liaison communicating across teams
- Conceptualized original identities for projects and internal IP; copywriting and creative direction
- Developed proposal decks for RFPs; maintained an ambassador level grasp of internal properties
- Produced YouTube videos; directed talent and crew, managed launch and performance reporting
- Boosted sales revamping the creative direction of the Northside brand, and pioneered evergreen client retention by establishing a perceptive grasp of client priorities and exceeding expectations

Fabulous & Frugal – New York, NY / 2011-2013

Digital Production Manager

- Managed content, creative and audience development at women's lifestyle startup Fabandfru.com
- Researched, wrote and edited features and published the daily e-newsletter
- Copywriting for Twitter shoulder content; curated the eBook series and 2012 Holiday Gift Guide

Enertex Marketing – New York, NY / 2011

Assistant Account Executive

- Managed all patron and donor lists at leading performing arts and culture direct marketing firm
- Advised clients on allocating promotional spends, and developed copy for direct mail campaigns