

# CENTURI ALEXANDER

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## ASSOCIATE BRAND & MARKETING MANAGER

Marketing Execution | Strategic Branding | Event Management

*Delivering branding and marketing solutions that expand market presence, drive client loyalty, and elevate profits.*

**Event Production Assistant** known for collaborating with editorial teams to flawlessly execute large-scale fashion, photography, and entertainment projects while minimizing environmental impact and costs.

**Branding Specialist** talented at collaborating with sales and marketing leadership to expand target market reach by reversing process inefficiencies and infusing fresh ideas into products, initiatives, and partnerships.

**Bridge Builder and Trusted Resource** who easily navigates challenges and positions stakeholders to quickly adapt to evolving consumer trends and economic conditions without compromising brand reputation.



Marketing Strategy • Market Research & Analysis • Branded Content • Pipeline Management • Editorial Themes • RFPs  
Pop Culture & Fashion • Look Board Creation • Pitch Presentations • Value-Based Segmentation • Schedules & Timelines  
Vendor Relations • Supply Allocation • Cross-Team Collaboration • Communication • Conversational French

Adobe Creative Suite (Photoshop, InDesign, Illustrator), GSuite, Squarespace, IBM SPSS, R Languages, Microsoft Office Suite

## EDUCATION

**Bachelor of Business Administration** | The University of Alabama at Birmingham – Birmingham, AL

May 2020

- Major: **Marketing**; Focus: **Textiles & Apparel, Fashion Merchandising**; Overall GPA: 3.98
- Distinguished College Scholar (Top 4% for 3 years: Thomas School of Business)
- University Honors for Outstanding Scholastic Performance (Top Percentile for 4 years)

**International Business Program Participant** | GNAS Business School – Santorini, Greece

June 2018–July 2018

- Focus: **International Marketing**; Overall GPA: 4.0

**Certifications:** Associate Google Analytics, Facebook Digital Marketing, and Advanced Google Analytics

## PROFESSIONAL EXPERIENCE

Purple Moon Fashion & Luxury – Birmingham, AL

December 2019–Present

### PRODUCTION ASSISTANT

Hired as liaison between designers and editorial, collection, and PR teams for 8 events at Birmingham Fashion Week (BFW), featuring top brands, including Prabal Gurung, Oscar de la Renta, R13 pre-collection, Kith, Adeam, and Noon by Noor. Owned backstage activities, hair and makeup station setup, stage layout design, registration, model lineup, and talent relations. Toured locations and researched vendors to present 15+ venue proposals. Controlled \$7,200 supply budget for 4 clients and sourced materials for pre-collection.



Designated to pitch color scheme for Betty White's BW20 presentation, manipulating photos in Photoshop and selecting corresponding gels for lighting to mirror designer brand.



Selected as point person for collection team, logging 1,000+ garments for shipment to Italy and coordinating deliveries at end of show.



Reversed frustration with backstage check-in processes, networking with venue managers to obtain additional team badges and centralizing registration guidelines for high-profile clients to reestablish trust.



Boosted team efficiency after introducing cataloging system for tracking pre-collection supplies and training team to format pitch decks for venues.

University Fashion Group – Birmingham, AL

May 2019–December 2019

**PRODUCTION INTERN**

Designed marketing strategy to drive participation for largest student-run fashion show in the U.S. with 3,000+ attendees. Supervised 140 volunteers, 27 designers, and 40 models per event and 24 board members annually, bridging gap between process and creativity. Forged partnerships with well-known brands and production agencies to secure volunteer opportunities for members during BFW. Coordinated internal meetings with executives to discuss fashion show progress.



Served on BFW production and PR teams for 5 seasons, interfacing with brands, including Alexander Wang and Kate Spade. Earned media coverage in Blue Magazine, Fashionably Birmingham, and Birmingham Times.



Hosted 3 model calls (3 days each) with 50+ prospects, casting 70+ models for photoshoots and fashion show.



Redesigned “day of show” procedures for fashion show to guarantee smooth operations, earning praise from professor for organizing timelines, task designations, and volunteer FAQs that harmonized stakeholder processes.



Appointed by VP of Communications and an ESPN associate producer to write script for television feature on Girly Girl Fashion Network.

Sun + Moon – Birmingham, AL

May 2018–April 2019

**EVENT PRODUCTION INTERN**

Supported head of operations with expanding brand awareness and sponsorship opportunities for nonprofit that empowers female entrepreneurs in Kenya. Assessed 5 venues to fit client’s needs. Developed marketing brochure to generate sponsorship. Acquired talent and arranged travel, compensation, and performance details for silent auction. Supervised 10 volunteers.



Raised \$37,500 in a single night after annual fundraiser with 100+ attendees.



Minimized advertising expenses 11% by negotiating discounted rate and promotional slot on Birmingham Radio.



Entrusted to curate content for 1 blog post and 1 email promo; designed event signage and organized catering details.

Ayden Thomas Events – Homewood, AL

August 2017–April 2018

**PRODUCTION INTERN + BACKSTAGE COORDINATOR**

Promoted from production intern after 5 months to oversee planning, logistics, and event setup for BFW with 40+ designers. Orchestrated fittings, styling, run-of-show order, and timing coordination. Managed 50+ back of house (BOH) volunteers and collaborated with vendors. Built binders for 6 events to track receipts, equipment, branding, and pricing.



Chosen as point of contact for high-profile clients, including Fashion X Birmingham, Fashion X Hoover, and Formula 1.



Designed 3 mood boards, detailing potential dinner locations for private client events.

Anias, Dickey, &amp; Denny, PC – Birmingham, AL

June 2016–July 2017

**MARKETING INTERN**

Brought in to streamline filing system for 2,000 closed cases and accelerate organic brand reach for business, healthcare law, and OSHA defense firm. Obtained firm membership with local chamber of commerce. Participated in firm’s communication with FindLaw to establish Pay Per Click (PPC) budgets.



Improved search engine optimization (SEO) understanding, PPC, and landing pages by working with marketing director on small projects to analyze company keyword rankings in organic Google and Bing searches.

Kayla’s Photography – Hoover, AL

January 2016–May 2016

**MARKETING INTERN**

Shadowed lead photographer to enhance effectiveness of digital media and marketing, including social networking, landing pages, website, and blog. Conceptualized creative ideas for props and photoshoots. Launched weekly promotional advertisements and social media campaigns to generate interest in Photoshop training and grow company presence among 1,000 Facebook (FB) and Instagram (IG) followers.



Gained 300 FB and IG followers, targeting social media content to reach adult audience and student families.



Prepped for annual promotional “Senior Session” photoshoot, styling 2 unique looks for 7 models.



Eliminated advertising fees by bartering with 2 vendors to cross-promote accessories and props for annual photoshoot.

## RESUME STRATEGY

This entry-level client held multiple internships prior to reaching out to me for resume help. Although she had gained practical experience from those internships, she didn't feel that she was being taken seriously as a professional. The minute hiring managers saw her college-style resume, they pegged her as "too young" or inexperienced for the type of branding and marketing role she was targeting in the fashion industry. I highlighted her relevant experience and elevated her resume content to accurately reflect her value offerings. By choosing a resume format that mirrored the client's fun, yet chic style, we were able to showcase her personal brand while drawing attention to her accomplishments. The color scheme matched the work samples and portfolios that she included in her career package. Within a few months, she landed a digital marketing role with a fashion media company for world-class brands.