

Alexandra (Lexie) Godown

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MARKETING | MARKET RESEARCH | LEADER | COLLABORATOR | COMMUNICATOR | GLOBAL & GROWTH MINDSET

EDUCATION

- Pace University, Lubin School of Business** **New York, NY**
- Marketing and Information Systems - Bachelor of Business Administration (BBA) Double Major May 2022
 - Honors:** Dean's List 2018-Present, Beta Gamma Sigma: International Business Honor Society
 - GPA: 3.91**
- Instituto Lorenzo de' Medici** **Florence, Italy**
- Semester abroad travelling and experiencing European Culture to augment my global mindset Spring 2020

RELEVANT EXPERIENCE

- Matterkind- Interpublic Group** **New York, NY**
- Addressable Activation & Strategy Intern June 2021-Present
- Executing media buying plans for our clients to ensure their campaigns reach the best, most relevant audiences which translates to conversion success
 - Using Salesforce, DV360, Trade Desk, Campaign Manager 360, and more to track campaign success and optimize our targeting strategies and demographics

- Maslansky + Partners- Omnicom Media Group** **New York, NY**
- Language Strategy Intern January 2021- June 2021
- Provided project management on three teams concurrently via editorial support, drafting content, collaborating in market research groups, data entry, and survey data interpretation
 - Developed client-facing presentations highlighting the ideal language strategy for internal and external marketing communications so our clients are able to communicate effectively with their target audiences

- Deconstruct: Marketing Intelligence Advisory Firm** **Florence, Italy**
- Freelance Market Researcher & Analyst May 2020- March 2021
- Conducted market research on Italian and American consumer behavior and its effect on the market before, during, and after Coronavirus. From the research, created business plans with action steps for how companies should proceed in this time full of challenges and opportunity

- Plenty of Fish Advertising Campaign** **New York, NY**
- Team Leader of Seven Students at Pace University August 2020- December 2020
- Lead a team of seven in creating a comprehensive marketing campaign for Plenty of Fish including background research, concept tests, creative executions, budgets, flowcharts, and earned the highest grade in the class

- KIRUNIVERSE** **New York, NY**
- Marketing Intern & Administrator on Special Projects April 2020- August 2020
- Curated and created content for client's social media on Instagram, Facebook, LinkedIn, and Pinterest to establish consistent brand identity which yielded a 25% increase in viewership

- New Tradition** **New York, NY**
- Sales & Marketing Coordinator Intern September 2019- December 2019
- Drafted proposals using Geopath, Excel, and PowerPoint to sell advertising spaces and generate revenue

SKILLS & ASSOCIATIONS

Technical Skills: Microsoft Office Suite (Excel, Word, PowerPoint, Access), Geopath, Google Analytics, Social Media, Qualtrics, Simmons, Salesforce, DV360, Trade Desk, Campaign Manager 360, Canva

Languages: English (native), Spanish (intermediate), and Italian (basic)

Membership: Pace Advertising Club, Director of Events | Pace Sustainability Initiative, Member

Interests: Travelling, cooking, golfing, fashion, and food