

ALEC COSHER

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All Social Media:

REFERENCES

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Professor- STANCE Immersive Learning
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EDUCATION

BACHELOR'S OF SCIENCE

Ball State University | Muncie, IN | FALL 2017 - SPRING 2021
MAJOR: ADVERTISING | **MINOR:** FASHION | **GPA:** 3.2/4.0

HIGHSCHOOL

Saint Charles High School | Saint Charles, MO | FALL 2013 - SPRING 2017
• Technology Student of the Year - 2017

CAREER EXPERIENCE

Social Media Coordinator

STANCE - Ball State Immersive Learning Project |
August 2019 - December 2019

- Successfully created and managed company social media platforms including Facebook, Instagram and Twitter.
- Developed iconic logo for the journal using Adobe Illustrator that is still in use today.
- Produced videos weekly on Adobe Premiere for social media accounts.
- Responsible for monitoring online presence daily and engaging with users and strengthening customer relationships.
- Assisted professor with developing and implementing social media strategies.

Media Planning 1

Polaroid SNAP Media Plan - Group Project | Spring 2018

- Created dynamic media campaign utilizing multiple types of media
- Performed SWOT and Competitive analyses.
- Curated social media calendar for 12 months across 3 platforms.
- Presented in front of 30+ people and adequately resolved questions about the campaign from industry professionals.
- Received the third +97% given out for this project in 16 years

State Officer/ International Participant

Missouri DECA | August 2015 - May 2017

- Attended state and international leadership academies.- 2016
- Placed first in districts for advertising campaign.- 2017
- Placed top 8 in Missouri DECA for advertising campaign.- 2017
- Missouri DECA District 7 State Officer.- 2016 - 2017
- Helped run state conference and attended International conference as state officer.- 2017

WORK EXPERIENCE

Server & Food Runner

Elm Street Brewing Company | June 2019 - Present

- Memorized brewery's beer and wine stock and accompanying meals.
- Accurately recorded orders and partnered with team members to serve food and beverages which exceeded guest' expectations.
- Completed quality control checks for each customer's order to ensure high standards of quality.
- Ensured customer satisfaction by repeating orders back to customers.

COURSE WORK

MEDIA THEORY & RESEARCH

- Conducted survey research, questionnaire construction, interviewing techniques, attitude measurement, copy testing, audience analysis, computer database searches, evaluation of externally supplied research, and data interpretation.

BRANDING FOR AD & PR

- Explored how brands are built, leveraged, measured, and nurtured; the roles brands play in society; trends in brand development; and future of brands. Developed

STRATEGIC COMMUNICATION & EMERGING MEDIA

- Explored emerging media's role in society and on consumers and business, technology's role in emerging media, and how emerging media impacts strategic communication development, implementation, and measurement.

ACCOUNT MANAGEMENT

- Explored multiple types of work done including: conference & status reports, strategic recommendations, creating new business opportunities and checking ROI.

SKILLS

Self-starter & Strong Time Management
Proficient in

- Adobe InDesign
- Adobe Photoshop
- Adobe Premiere Pro
- Adobe Illustrator

CERTIFICATIONS

- CITI Social & Behavioral Research Basic Certification - 2019

PI KAPPA PHI FRATERNITY

- Active Member
- Volunteered at Camp Allyn for a weekend in Batavia, Ohio.- 2018
- Created flyers & social media posts for philanthropic event.- 2018
- Attended Pi Kapp College for Emerging Leaders.- 2018
- Attended Pi Kapp College for Chapter Officers- 2019
- Former secretary.- 2019