

ALEXANDRA M. GRULLON

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SKILLS (EXPERIENCED IN)

 **Photography.**
Attended PhotoUno Photography School in New York City (2014) for an intense one-month class that required photographing around the city.

 **Computer Skills.**
Adobe Creative Cloud Applications (Premiere, InDesign, Photoshop, Illustrator, Lightroom), Microsoft Office.

 **Languages.**
Spanish, English

EDUCATION

Emerson College
BS in Business of Creative Enterprises
2017-2020

WORK EXPERIENCE

2015 - Present

Marketing Intern

Banco Popular Dominicano, **Dominican Republic.**

- Rigorously analyzed data from previous marketing campaigns and A/B tested promotional efforts to determine best marketing collateral and messaging.
- Collaborated with senior executives on digital marketing campaigns and audience engagement strategies for one of the biggest private banks in the Dominican Republic.
- Delivered key strategy recommendations on how to engage a younger demographic and compel them to open accounts with Banco Popular.

2016 - Present
(Seasonal)

Local Production Assistant

NONUN Producciones & YAS GROUP, **Dominican Republic.**

- Supported numerous concerts as part of the local production team, helping with credentials, catering needs, logistical needs, and production assistance for a variety of concerts throughout the Dominican Republic.
- Liaised With artist representatives for some of the largest artists in Pop, Electronic, Rock, Latin, and Urban genres.

• Afrojack	• Disclosure	• Marc Anthony
• AxWell & Ingrosso	• Enrique Iglesias	• Maluma
• Bad Bunny	• Foster the People	• Nicky Jam
• Cardi B	• J Balvin	• Ozuna
• Carlos Vives	• Jennifer Lopez	• Ricky Martin
• Chainsmokers	• Juan Luis Guerra	• Wisin & Yandel
• Daddy Yankee	• Justin Timberlake	• Wiz Khalifa

- Assisted with venue preparation for venues ranging from 6,000 to 15,000 capacity.
- Ensured artist and concert production requirements were fulfilled by diligently following up with all stakeholders and delegating urgent and priority duties as necessary.

ADDITIONAL EXPERIENCE

2008 - Present **Sound And Lighting Intern** | GRUPO AR SRL, DOMINICAN REPUBLIC

2014 **GIN Conference Organizer** | DOMINICAN REPUBLIC

2015-2017 **Sound Crew** | PREMIOS SOBERANO • LIVE TV AWARDS, DOMINICAN REPUBLIC

2016 **Event Planning Intern** | DE FLORA, DOMINICAN REPUBLIC

Present **Volunteer** | ADATS RD (Asociación Dominicana de Animales de Terapias y Servicios), DOMINICAN REPUBLIC