



Alex Ballou

COPYWRITER AND MARKETING CONTENT COORDINATOR

CONTACT

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OBJECTIVE

Experienced communications specialist and marketing consultant with a demonstrated history of working with teams in the marketing industry. Skilled in problem solving, account management, communications strategy, process creation and customer service. As a self-motivated, disciplined, detail-oriented organized-creative, with a focus on meeting deadlines, I consider myself a jack of all trades and master of only one - providing excellent service to my partners, whether this be through a team or through contracted consulting work.

WORK EXPERIENCE

COLORADO STATE UNIVERSITY

Copywriter and Marketing Content Coordinator

In my current role, I support the College-wide orders of promotional merchandise. I create brand experiences for major events and manage the event-related brand toolkit. I execute brand requests from various units and departments. I track our inventory and provide reports to the director on operations and logistics for our processes. I also coordinate with multiple stakeholders and provide excellent customer service. I also supervise a student hire who helps me manage our brand operations - this has been for a year and nine months.

January 2023 - Present

POUDRE SCHOOL DISTRICT

Communication and Social Media Specialist

Stewarded media relations and supported the district strategic plan. Wrote news items and distributed to media partners, Pitched interview ideas to media. Crafted social media, marketing and communication plans. Managed internship program. Reported on marketing efforts. Proposed campaigns for recruitment and retention for the district in hopes to grow enrollment and display culture of our community. Incorporated inventory tracking document for social media.

Sept. 2020 - April 2022

HERITAGE TITLE COMPANY

Escrow Administrative Assistant

Managed the administrative workflow between five different escrow officers. Trained partners in our Greeley office and India on how to input title requests. Developed policies and procedures to make the workflow more efficient. Ran reports to track data KPIs. I provided oversight of the administrative processes, working with our central office in Denver for any HR and operational matters.

June 2022 - January 2023

APPLICATIONS & PLATFORMS

- ADOBE ACROBAT
- SALESFORCE
- ORACLE
- MICROSOFT EXCEL
- MICROSOFT PROJECT
- KUALI FINANCIAL SYSTEMS
- MARKETING CLOUD
- CANVA
- WORDPRESS
- KENTICO
- CANVAS
- MICROSOFT 360 OFFICE SUITE

EDUCATION

UNIVERSITY OF LOUISVILLE

BSBA, Marketing 2013-2017
Management Minor

UNIVERSITY OF NORTHERN COLORADO

MBA, 2024 Graduate
Human Resources Specialization