

# ALEX TAYLOR

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## EDUCATION

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**WASHINGTON UNIVERSITY, OLIN BUSINESS SCHOOL** | St. Louis, MO **May 2026**

*Bachelor of Science in Business Administration*

Major in Marketing, Minor in Psychology

- GPA 3.80/4.00, Dean's List (All Eligible Semester)

**SANTA MONICA HIGH SCHOOL** | Santa Monica, CA **May 2022**

*High School Diploma*

- President and Founder of the Graphic Design Club

## EXPERIENCE

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**SCHNUCKS MARKETS** | St. Louis, MO **June 2023 – August 2023**

*Schnucks Marketing Intern*

- Analyzed data on Schnucks' brand success in the marketplace from over 100 stores in the region, leading to cutting over \$50,000 of costs from cannibalized products and introducing potential for additional revenue of over \$100,000 in Q1 by capitalizing on over performing products
- Presented proposal for competing in consolidating retail landscape and exceeding dynamic expectations of modern grocery consumers, resulting in an estimated incremental profit of up to \$70,000 for Q1

**HOBBY LOBBY** | Chicago, IL **July 2020 – August 2022**

*Cashier*

- Provided great point-of-sale customer service through ringing customers out and answering questions
- Organized store materials and supported order distribution flow to routinely restock merchandise and create merchandise displays to incentivize sales

## ACTIVITIES

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**WASHU MARKETING ASSOCIATION** | St. Louis, MO **September 2022 – Present**

*Vice President of Communications*

- Create engaging and informative marketing materials (physical and digital) that would quickly attract attention, and determined strategic places around campus to display them for maximum visibility
- Manage the association's social media platforms in a way that both provided information about club events, and promoted different initiatives through keyword targeting and strategic photo operations

**THE WOMEN'S NETWORK** | St. Louis, MO **August 2022 - Present**

*Campus Ambassador*

- Collaborate with St. Louis, MO Campus Ambassador team in order to strategically spread the word about TWN through creation and distribution of promotional materials and public speaking
- Serve as a liaison between female-identifying students, and female-identifying career professionals, to facilitate coffee chats, networking opportunities, and connectivity

## SKILLS & INTERESTS

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- *Technical:* Adobe Photoshop, Microsoft Office, Salesforce; Coding Languages: HTML
- *Language:* German (Conversational)
- *Interests:* Building PCs, Cooking Asian Food, Design Work, Science Fiction Novels, Traveling