

ALEX MCBRIDE

/al · ex · mc · bride/ *n.* a byu adlab alumni that loves creative, visual storytelling; a person willing to work hard and learn new skills while producing top of the line content; someone willing to go all in [see FILM-CRITIC, DOG-LOVER, CRAFT-JUNKY]



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EXPERIENCE

MullenLowe LA Los Angeles, CA
Account Management Intern

JUNE 2023-AUG 2023

- Review campaign assets to ensure quality and correctness ★
- Facilitate open communication between client, agency and media partner teams ★
- Hold meetings to follow up and keep projects moving ★

BYU Adlab Brigham Young University
Producer

AUG 2021-APRIL 2023

- Scout locations and actors for student ads ★
- Provide assistance with set design and costuming ★
- Manage production trackers and call sheets ★
- Track expenses and maintain budget for shoots ★

Account Lead for BYUtv

AUG 2022-APRIL 2023

- Constructed survey to roll-out to target market ★
- Lead teams, providing feedback and assistance on key tasks ★
- Ran analysis on data to find insights then used to optimize creative and marketing plans ★

Manager/Strategist for LatterdayBride

APRIL 2021-AUG 2021

- Collaborted with team to find clients target market and market and consumer trends ★
- Performed social media audit on the brand ★
- Advised on startup of sister-brand, providing ideas for web design and brand heirachy, aesthetic, and marketing ★

HECK PROVO, UT

Production Intern

JAN 2023-MAY 2023

- Conceptualized creative concepts to pitch to clients ★
- Tended to technical (i.e. camera, sound, lights) and logistical (i.e. craft, art, talent) needs during production ★
- Edited videos during post production process ★

SKILLS

- ★ InDesign
- ★ Photoshop
- ★ After Effects
- ★ Premiere Pro
- ★ Social Media
- ★ Visual Design
- ★ Creative Ideation
- ★ Copywriting

EDUCATION

Brigham Young University Provo, UT
B.A. Communications, Emphasis Advertising

- ★ GPA 3.97
- ★ Lora McPherson Scholarship & Brigham Young Scholarship
- ★ BYU Adlab, Delta Alpha Pi Honor Society, Phi Kappa Phi Honor Society, Anti-Human Trafficking Group

EXPERIENCE CONTD.

BYU Broadcasting Provo, Utah
Social Media Management

JULY 2021-APRIL 2022

- ★ Created content and wrote copy for social media accounts of several BYUtv shows
- ★ Used Adobe programs to design graphics for posts

Versa Creative Houston, Texas
Account Management Intern

MAY 2022-JUNE 2022

- ★ Generated insights from research to better direct client in marketing efforts and new product development
- ★ Assisted in RFP drafts and pitch presentations
- ★ Communicated with clients on their wants and needs
- ★ Designed decks and mock creative work