

Alicia Stromme

Marketing Consultant - Sinclair Broadcast Group

Las Vegas, NV 89145

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Work Experience

Marketing Consultant

Sinclair Broadcast Group - Las Vegas, NV

May 2017 to Present

Account executive for NBC Channel 3, The CW Las Vegas, and MyLV TV.

Create marketing campaigns for local companies based on their advertising goals.

Collect research on ratings and demographics in order to successfully place client advertisements.

Assist in script ideas and production planning of new commercials.

Additionally specialized in digital solutions for certain ad campaigns (Ad Words, Social Media, website creation, etc.)

Project Manager

Client Relations - Las Vegas, NV

August 2015 to May 2017

Lead project manager, specializing in client relations.

Continually receiving outstanding project reviews from clients served, while successfully juggling 40 to 50 client projects simultaneously.

Leader of design team, ensures the timeliness and aesthetic likability of artwork produced.

Oversees each project from start to finish (i.e. client meetings, design, print/production, and installation of wraps).

Runs Warrior Wraps' Instagram and Facebook pages.

FREELANCE

2011 to 2016

Currently runs an Instagram page with over 24,000 followers. (Sydney Stromme, Modeling Page)

Shadowed Fashion photographer, Shannon Sewell, from 2011-2016. Assisted in the design of her website

Created marketing materials and ran website for "Triple-S Steel" during the summer of 2016.

Assisted Fisk Productions, in the filming of game day broadcasts with the Utah Jazz.

Editor

University of Oregon - Eugene, OR

January 2014 to June 2015

Oversaw a website that reached over 26,000 students and alumni.

Trained and oversaw a staff of 15 students.

Proofread and reviewed all print and electronic content for correct grammar and adherence to house style.

Education

TECHNOLOGY SUMMARY

University of Oregon - Eugene, OR

2011 to 2015

Skills

Marketing Campaign, Digital Marketing