



ALEX SOPCHAK

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SUMMARY

Marketing Strategist with 4 years of experience in an industry leading ad agency. Recognized for top performance and selected for high-priority initiatives because of ability to orchestrate multiple fast-paced projects simultaneously, flexibility in working across many disciplines, and exceptional attention to detail.

KEY SKILLS

Marketing Attribution & Reporting	Integrated Marketing Communications Planning	Management & Mentorship
Creative Development & Brief Writing	Project Management & Process	Social Media Strategy
Local Event Activation & Amplification	Vendor Relationship Development	Proactive Problem Solving

EXPERIENCE

STRATEGIST - SOCIAL MARKETING | Aug 2016 - Present

360i: Clients - 360i, Absolut, CarMax, KIND, Nespresso, Perrier, New Business Pitches

- Completed social marketing audits across multiple verticals, delivering optimized brand social strategies for each
- Created the Emerging Platforms initiative to help 360i leverage new social platforms & tech to our clients' advantage
- Built multiple campaign communications architectures yielding 100% YoY increase in Nespresso's social share of voice
- Led creative reviews and wrote briefs which yielded creative performance increases up to 5x over benchmarks

SOCIAL MARKETING MANAGER | Jul 2015 - Aug 2016

360i: Clients - BOSE, Butterfinger, Chevron, Coca-Cola, Nespresso, Perrier

- Taught community management and STOV to Nestlé Waters brand teams
- Developed campaign based KPIs and provided strategies for how to exceed them
- Delivered agency-level best practices, POVs, and weekly trend analysis as 360i's Twitter Deputy
- Maintained relationships with external Media, PR, & Vendor partners to further client work

SOCIAL MARKETING ASSOCIATE | Dec 2013 - Jul 2015

360i: Clients - NBC Universal, Oreo, Subway

- Planned social strategy for shows including activations and selling through ideas to client
- Created analytics dashboards that facilitated continuous improvement
- Grew vendor relations & became point person for team with those platforms
- Owned the channel process from content creation to publishing and performance analysis

TOURNAMENT ASSISTANT & DIGITAL LEAD | Sept 2013 - Nov 2013

THE PGA TOUR & The Davis Love Foundation

- Managed and directed team of 15 volunteers
- Used social analytics to track buzz around event and grow excitement with no budget
- Accounted and distributed over \$400,000 in tickets throughout the tournament

EDUCATION

BSBA, MARKETING

The University of Florida

BS, ADVERTISING

The University of Florida