



ALEXANDER HAASE

Creative Portfolio: www.alexhaase.com
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EDUCATION & COLLEGIATE ACTIVITIES

VCU Brandcenter; Richmond, VA

- M.Sc. in Business, Branding;
Art Direction Track; Candidate May 2016

Alfred University; Alfred, NY

- B.S. in Marketing; May 2014
- GPA in major: 3.57/4.00
- Design electives taken to supplement major coursework
- Studied abroad in southern Africa: May - June 2011

INTERNSHIP, VOLUNTEER & WORK EXPERIENCE

Maple City Customs (Hornell, NY)

Graphic Designer; Feb 2014 - Aug 2014

- Design materials to be screen-printed or cut into vinyl
- Collaborate with clients to accomplish design goals

Box of Books Library (Alfred, NY)

Marketing Coordinator; Jan 2013 - Jun 2014

- Design Library's advertisements and other promotional materials
- Develop long-term marketing strategies to provide better value to patrons
- Implemented a national marketing campaign sponsored by the Bill and Melinda Gates Foundation, Geek the Library, to improve public knowledge of library funding

MostArts Festival (Alfred, NY)

Marketing/Administrative Assistant; Nov 2013 - Aug 2014

- Distribute promotional materials
- Plan and manage a social media marketing campaign and market research

Volunteer/Freelance Designer; June 2013 - Present

- Design promotional materials for various local clients, including:
Alfred Farmer's Market, Environmental Health & Safety, AU Education Department

Troops Need You (Washington D.C.)

Paid Intern; Summer 2010

- Brought financial support to wounded troops recovering at the Walter Reed Army Medical Center and the National Naval Medical Center; personally assisted with efforts to establish channels of support to wounded troops recovering at these hospitals
- Organized and maintained a database of contributors
- Contacted contributors by phone to thank them for their donations

TECHNICAL SKILLS & INTERESTS

- Extensive knowledge of Adobe Photoshop, Illustrator & Indesign
- Familiar with 3D and motion graphics design in After Effects & Cinema4D
- Comfortable using both Premiere & Final Cut Pro for video editing
- Proficient with both Mac & Windows operating systems
- Personal artistic pursuits include photography & digital illustration