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 **HOWARD UNIVERSITY**, WASHINGTON, DC

[+] JOURNALISM, PUBLIC RELATIONS

[-] GRAPHIC DESIGN

» SKILLS

PERSONAL SKILLS

- » LEADERSHIP
- » PROBLEM-SOLVING
- » COMMUNICATION
- » TIME MANAGEMENT

PROFESSIONAL SKILLS

- » CREATIVE DIRECTION
- » BRANDING
- » STYLING
- » PHOTOGRAPHY
- » GRAPHIC/WEB DESIGN
- » PRODUCTION/EVENT PLANNING
- » WRITING

» TOOLS



Photoshop . InDesign . Premiere . Illustrator

» EXPERIENCE

FENDI AMERICAS PUBLIC RELATIONS + EVENTS

Sept. 2015 - Present | New York, NY

- » Aided in the orchestration of image and retail events, and developed relationships with organizations and event vendors
- » Communicated with editors and stylists daily to coordinate stages of sample trafficking including loan confirmations, send outs, and returns
- » Reported event and press results to executive team, highlighting ROI and effect on brand positioning
- » Designed and produced printed collateral and specialized merchandise for marketing programs; conserved significant costs by designing digital and printed collateral in-house

FLAUNT MAGAZINE EDITORIAL/FASHION INTERN

Summer 2014 | Los Angeles, CA

- » Worked heavily with fashion and art directors on various aspects of the summer issues, including, but not limited to, layout planning, photoshoot execution, copy editing and fashion styling
- » Curated an on-going social media report on affluent LA based artists and influencers
- » Directed and styled an 8-page advertorial spread with Hudson Jeans featuring LA creatives on brand

HOWARD UNIVERSITY CREATIVE DIRECTOR + EVENT PLANNER

2012 - 2015 | Washington, DC

- » Raised over \$20,000 in monetary and in-kind sponsorships for events both student and alumni based
- » Spearheaded creative marketing department, and executed branding and media concepts for fashion shows, concerts, and private dinners
- » Worked with artist management to procure talent, while developing relationships with industry players
- » Planned and coordinated events with budgets upwards of \$500,000

SUITSUPPLY REGIONAL PUBLIC RELATIONS DIRECTOR

2013 - 2014 | Washington, DC

- » Incited customer traffic and revenue growth in the number two US market through in-store events like The Spring/Summer Preview
- » Coordinated wardrobe and styling loan requests
- » Refocused local involvement and gifting strategy; facilitated charity donations.
- » Developed notable brand presence in the Washington, DC Metropolitan area