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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

GQ MAGAZINE ASSOCIATE MANAGER, SOCIAL

June 2016 - Present | New York, NY

- » Worked with Editorial and Advertising team to create "Straight to Social" fashion and culture content for GQ's 4M following Instagram channel.
- » GQ's New Media/Snapchat dedicated Fashion Editor. Writing, styling, and reporting on trends for GQ's large Snapchat Discover Audience
- » Cover social events for GQ via social media takeovers, including but not limited to live broadcasting, social posts, and impactful and detailed Instastory building
- » Coordinate Global Fashion Week schedule for GQ
- » Streamlined GQ Seasonal Trend Reporting and Forecast Process

FREELANCE CREATIVE DIRECTION/EVENTS/WARDROBE STYLING

2014 - Present | Washington, DC

- » C. Direct, casting, producing, and styling for editorials published in various U.S. and International publications.
- » Spearheaded creative marketing department for Howard Homecoming, and executed events, and media plans for fashion shows, concerts, and private dinners with budgets upwards of \$500,000
- » Secured over \$150,000 in monetary and in-kind sponsorships for events both student and alumni based
- » Procured A-list celebrity talent for events, developing relationships with industry players

FENDI AMERICAS PUBLIC RELATIONS + EVENTS

2015 - 2016 | New York, NY

- » Orchestrated 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 collateral and specialized merchandise for marketing programs; conserved significant costs by designing digital + printed collateral in-house

FLAUNT MAGAZINE EDITORIAL/FASHION ASSISTANT

2014-2015 | 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 campaign for Hudson Jeans
- » Aided in the execution of the 2014 Anniversary Issue Debut party at SIXTY Los Angeles

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