

# ALEXANDRIA SUGGS

MBA CANDIDATE, RBI INTERN, BOISE STATE UNIVERSITY

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MBA candidate looking to drive impact and develop innovative solutions in a fast, changing environment. A strategic thinker and communicator with a self-starter mentality, driven by an intrinsic desire to use business and technology as a force for good.

## EXPERIENCE

### RESPONSIBLE BUSINESS INITIATIVE

Boise, ID  
August 2016 – Present

### CLEARWATER ANALYTICS

Boise, ID  
June 2015 – August 2016

### FREELANCE

Boise, ID  
February 2013 – August 2016

### PAKSENSE

Boise, ID  
June 2013 – June 2015

### BOISE STATE UNIVERSITY

Boise, ID  
2016 – Present

### COLLEGE OF IDAHO

Caldwell, ID  
2011 – 2015

### UNIVERSITY OF READING

Reading, England  
January 2015 – March 2015

### GRADUATE ASSISTANT

- Gathers research and writes informative articles to help businesses integrate corporate social responsibility into their triple bottom line
- Collaborates with local business leaders to incorporate diversity and inclusion practices into their talent acquisition and retention strategies
- Leads efforts for the only student-driven college sustainability report in the United States

### GRAPHIC DESIGNER

- Created the overall design and layouts for collateral, landing pages, website visuals and social media graphics, and implemented innovative ideas for presentation of content
- Redesigned email templates to modernize and increase effectiveness of communications
- Assisted in evolving overall visual branding strategy to better appeal to target audience

### BRANDING SPECIALIST

- Collaborated with companies to develop their branding through logo design, messaging, web design, print and online media to increase brand awareness and generate demand
- Contributed to the non-profit sector as well by working with Open for Service, World Aids Day - Detroit, and Idaho AmeriCorps

### MARKETING ASSOCIATE

- Developed graphic-oriented marketing collateral for print and online needs, social media advertisements, and tutorial and product videos to effectively engage target audience
- Reconstructed company-wide recycling program to increase effectiveness and client participation

## EDUCATION

### MASTERS OF BUSINESS ADMINISTRATION (MBA)

Pursuing an MBA degree to develop a challenging career centered on finding profit through purpose. Current GPA: 3.9

### BUSINESS ADMINISTRATION MAJOR WITH A MARKETING FOCUS

Minors: Creative Writing, Art and Design, Visual Studies, and Natural Sciences  
Academic Honors: Cum Laude, Kathryn Albertsons Scholarship and Trustee Scholarship

### STUDY ABROAD BUSINESS STUDENT

Studied abroad at the University of Reading in Reading, England. The university is ranked in the top 1% of universities worldwide. Courses taken in entrepreneurship and marketing management.