

Alejandro Garcia Urencio

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EDUCATION

Emerson College, Boston, MA

September 2020 - August 2023

BA in Business of Creative Enterprises (BCE)

Minor in Digital Media and Culture

Honors: summa cum laude (GPA: 4.0/4.0)

Awards:

- Innovative Thinking Award Nominee: 2022 (Faculty Nominated)
- Academic Excellence Award Nominee: 2022 (Faculty Nominated)
- Gold Key Honor's Society Member: 2022 - 2023
- Dean's List: 2020 - 2023

RELATED EXPERIENCE

Senior Residency (BC 450 - 451), Boston, MA

September 2022 – May 2023

- Year-long practicum with the Reagle Music Theatre of the Greater Boston to develop a strategic business plan focused on enhancing customer experience and improving key performance indicators.
- Project Management Lead for the Audience Composition Team focused on collecting and analyzing customer demographic data via focus groups, surveys, and customer journey maps, encompassing over 140 data sets.
- Organized and executed focus groups, created customer personas, customer journey maps and conducted further data analysis through the use of pivot tables on Microsoft Excel.
- Members of the Website Improvement team focused on identifying UX and UI improvements to the Reagle Music Theatre website.

Business Strategy and Implementation (MB 400), Boston, MA

January 2023 – May 2023

- Semester-long practicum with local Boston business, Bakey Babka and Nino's Pizzeria.
- Implementation of the theoretical corporate, business, and functional level strategies through class projects, data simulations, and case studies for companies such as, Airbnb, Tik Tok and Procter and Gamble.
- Website project lead for Bakey Babka where we applied marketing concepts to better convey their brand identity by improving their messaging and customer experience through comprehensive UX design.

Marketing the Creative Industries (BC 310), Boston, MA

January 2022 – May 2022

- Learned marketing fundamentals through class lectures and projects with a focus on purpose driven marketing, demographic market analysis and innovative marketing strategies.
- Resurfaced expired intellectual property related to the Magic School Bus television show to develop new content and a corresponding marketing campaign for a new Magic School Bus Interactive Exhibit.

Online Behavior and Web Analytics (MK 334), Boston, MA

May 2023 – July 2023

- Learned web analytics fundamentals including, usage behavior, SEO, A/B testing, attribution models and the analysis of web traffic sources of digital campaigns.
- Earned Google Analytics 4 certification and applied web analytics tools through the development and digital promotion of personal website for user traffic data tracking and analysis.

ADDITIONAL EXPERIENCE

Emerson EVVY Awards, Boston, MA

September 2021 – May 2022

Line Producer

- Managed the budget of the EVVY awards which is the largest student-run, multi-camera, live award show in the United States, judged by industry professionals.
- Developed and spearheaded the budget appeal in collaboration with executive members from tech, content aesthetic and logistical departments and industry professionals to present a budget appeal to the Emerson Student Governance Association.
- Pitched and negotiated a budget appeal that successfully attained a total of \$42,454.00 to fund the EVVY Awards.

Dexter Southfield School, Chestnut Hill, MA

September 2021 – September 2023

- Highly praised for diligence, great work ethic and excellent character by the Head of School.

Operations Assistant (Part Time, 20 hrs/wk)

- Executed responsibilities including the distribution of mail, packages, office supplies, furniture, equipment, direction of campus traffic, waste management, operation of commercial vehicles, event coordination and monitoring of bus transportation for students during the school year and during the summer camp season.

Dexter Southfield Summer Camps, Chestnut Hill, MA

May 2021- August 2022

Virtual Reality Specialist & Music Instructor (Seasonal, 50 hrs/wk)

- Designed course structure for both virtual Reality and Music summer camp courses.
- Instructed kids ages 8-12 on the concepts of mixed reality, world building and VR mechanics utilizing the META Quest 2 VR headset.
- Facilitated VR activities ranging from world building utilizing Mozilla Hubs, VR escape rooms, VR minigolf and more.
- Directed music activities including sing-alongs, music and rhythm games for groups of 10-12 kids, ages 4-6.

SKILLS

- Bilingual in English and Spanish. Multi instrumentalist: Guitar, Bass, Drum Set, Latin Percussion Instruments and DJ controller.
- **IT Skills:** Microsoft Office Suite | Google Suite | Survey Monkey | Qualtrics | Muck Rack | Miro Board | Canva | Adobe Premiere Suite (Editing & 360 Video)