

ALEX LOEHRER

Design | Marketing | Multimedia

262.844.4300
aloehrer@gmail.com
linkedin.com/in/aloehrer

BACKGROUND

I have over a decade of design and marketing experience. I received my BFA in Film from the University of Wisconsin-Milwaukee in 2008. I am currently pursuing my Graphic Design Certificate from Rhode Island School of Design (RISD). In 2015, I received the Creativity and Innovation Award for my design work at Gallagher. I am curious and engaged with the world around me, and I love to learn.

EXPERIENCE & SKILLS

Marketing Designer | Gallagher | 2014 – Present

- Graphic design
- Ad design
- Web design
- E-mail design
- RFPs
- Wireframes
- Innovation strategies
- Salesforce training for client executives
- Blogging
- Video
- Webinar production
- Event planning
- Photography

Multimedia Coordinator | RE/MAX River's Edge | 2013

- Social media marketing
- E-mail campaigns
- Web design
- Social media training for realtors

Graphic Designer | Baird | 2013

- Graphic design
- Template editing
- Newsletter design
- Invitation design
- Photo editing

E-Organizer | Planned Parenthood | 2012

- Video
- Social media
- Online reputation management
- Web design and development
- Graphic design
- E-mail campaigns
- Media tracking
- Political campaigning

Multimedia Specialist | PC ProSchools | 2010 – 2012

- Video
- Student tutorials
- Social media campaigns
- Webcast production
- Blog content generation
- Front-end web design
- Back-end web development
- Graphic design

EDUCATION

BFA, Film | University of Wisconsin-Milwaukee | 2008

- Co-Founder of Student Network for Social Change
- Secretary of Digital Video Club
- MC of the Senior Film Screening

Graphic Design Certificate | Rhode Island School of Design (RISD)

- In progress
 - 4.0 GPA
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FREELANCE & COMMUNITY WORK

Co-Chair

Providence DSA

Videographer

Americorps

Videographer

Milwaukee Bicycle Federation

Web Designer

Empress Crowns

Media & Technology Intern

Interfaith Worker Justice

Media Volunteer

Planned Parenthood Advocates of WI

Videographer

Up & Out Boston

Design Mentor

BUILD Boston

Media Volunteer

Riverwest Co-Op

Photographer & Designer

Alliance Française

Co-Founder

Milwaukee Network for Social Change

PROFESSIONAL ASSOCIATIONS

Northeast Clean Energy Counsel (NECEC) | Women in Insurance in New England (WINE) Insurance Industry Charitable Foundation (IICF) | Community Involvement Committee Social Club | Life Science Cares

ADDITIONAL SKILLS

HTML | CSS | Adobe XD | Adobe Creative Cloud | InVision | Sketch | iLife | Final Cut X | SEO | Salesforce | E-mail Marketing App Design | User Interface | Blogging | Microsoft Office | Wireframes | Social Media | Silverpop | Google Analytics | IT

RECOMMENDATIONS

Marketing Designer, Gallagher

Peter Reilly

Area Executive Vice President

I have had the good fortune of working with Alex on numerous occasions over the past few years. Without fail, she has always been a pleasure to work with and someone who delivers a consistently outstanding product. Also, in several instances I have asked her to perform complex work on very short notice. In each instance she was not only up to the task, but her end product was truly top notch!

Marketing Designer, Gallagher

Laura McCormack

Area Marketing Director

I had the pleasure of working with Alex for 2 years at AJG and was continually thrilled with her work as both a graphic designer and marketing coordinator. Alex's ability to prioritize and manage her schedule is exceptional and her work ethic is second to none.

Working alongside Alex, she was able to help promote the sales team and exceed their demands on a daily basis. From creating ads, improving power points and managing Salesforce, Alex has a knack for helping her customers/clients and making them know they are her top priority.

Her continued improvement and growing responsibilities were handled with ease, grace and a positive attitude. She is a professional and an asset to any marketing team.

E-Organizer, Planned Parenthood

Doug Cheever

Design Manager

A creative powerhouse with drive, passion and structure, but also very fun and easy going.

Alex performs at a high level bringing creative zeal and innovative business savvy to the modern day workflow. She seems to use her expertise from film and video to weave a powerful narrative style within her work, seamlessly integrating print design, web, video social media, political organizing, marketing and direct mail within her projects.

Personally she is a joy to work with, balancing a committed work ethic with amazing wit and humor. I hope to have the chance to work with her again.

Multimedia Specialist, PC ProSchools

James Kluskens

IT Engineer

Alexandra is one of the most creative, artistic, and talented people I have ever worked with. Projects she is assigned are completed with a high level of detail, and she displays a true passion for the creativity she is able to apply to them. Alexandra has a great professional work ethic and is a lot of fun to work with. More than once she has gone out of her way to assist me with video recording and editing projects have needed to complete. Alexandra's talent is an asset to our company.

Multimedia Specialist, PC ProSchools

Laura Polancich

Career Advisor

Alexandra has been a great addition to the team at PC ProSchools. She effectively manages our social media department, ensuring PC Pro has a strong presence in all aspects of our advertising market. Alex is often given

additional projects on top of her regular workload and she always completes them quickly and with a great attitude. Alex is truly a pleasure to work with!

**Media & Technology Intern,
Interfaith Worker Justice**

Cynthia Brooke

Communications Director

Alexandra was a great employee, bright, enthusiastic, positive, hard working and a leader. She handled our online advocacy, plus she wrote, produced and directed a video for us, and helped us with all the things online that we hadn't been doing. I would hire her again if we had the budget.

**Media & Technology Intern,
Interfaith Worker Justice**

Justin McMahon

Director of Parish Social Ministry

Alexandra is a talented activist with a passion for merging the creative arts and social critique. She is motivated by contemporary issues of importance and gracefully brings the possibilities of new media to bear on them, while maintaining a reverence for things of the past. She is competent, engaged, conscientious, genuine, and committed. It was a pleasure working with such an outstanding professional in her field!

Student, UWM

Portia Cobb

Media Artist/Film Professor

Alex enrolled in my Ethnographic Video class at UWM in 2008 and in one scant semester, her development as an artist and thinker completely transformed my own experience in the classroom and in the field. It was a new course, with new ideas. She was fully present and this made all the difference. Alex was one of two women in a sea of male students

and often the first to present her material for critique and to take risks. Her level of commitment really inspired the others and she led the development of a remarkable final exhibition that continues to be the most memorable, in my experience here at UW-Milwaukee. Now I observe her movements in the community via Facebook and now LinkedIn. I have been totally impressed to see that she applies her creative mind and skills in public education as a media specialist. I watch her posts about local and national affairs. She is not passive. In these few years outside the academy, I can see her development as a real force for change here in Milwaukee and her ability to work courageously for justice from a grassroots platform. I am proud to know her.