

Alex Keshishian

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Bilingual Strategist who discovers key insights that drive effective, targeted brand communication strategies

WORK EXPERIENCE

iProspect

Manager, CX Strategy

Chicago, US

March 2019 – Present

- Strategic Planning; consumer & competitive qualitative and quantitative research utilizing various research methodologies
- Conversion Rate Optimization; key insights inform Creative, UX and Content strategy, proven with A/B & multivariate tests
- Strategize for clients in healthcare, pharma, academia, financial services and CPG industries

LotLinx Inc.

Senior Strategist (Promoted from Strategist to Senior Strategist in March 2018)

Chicago, US

February 2017 – March 2019

- Qualitative & quantitative consumer research in relation to automotive consumer purchase behavior
- Insights drove the creation of strategic, targeted marketing communications campaigns, performing A/B Tests to prove ROI
- Portfolio totaling over \$2 million p.a. across seven clients showcasing increased brand awareness & conversion rate lift
- Campaigns' success contributed to company being named Crain's 2018 fastest growing company in Chicago

Kellogg School of Management, Northwestern University

Marketing Coordinator, Strategic Initiatives

Chicago, US

May 2016 – December 2016

- Created, curated and disseminated content to support Kellogg and Northwestern University thought leadership
- Competitive analyses, positioned & created marketing communications plans to communicate Kellogg's strategic initiatives
- Managed social media strategy for four Kellogg accounts and planned content through Kellogg's proprietary channels

Ingenico Group

Brand Strategist

Chicago, US / Amsterdam, Netherlands

June 2015 – August 2015

- Developed global brand planning strategy to support the launch of Ingenico's new ePayments brand, Ingenico ePayments
- Undertook qualitative research discovering key insights. Created strategy and tactics on building brand equity, media, internal communications. Strategic plan contributed to Ingenico winning Best International CNP Program at 2018 CNP Awards

CONSULTANCY, LEADERSHIP AND VOLUNTEERING EXPERIENCE

Integrated Marketing Communications Client-Based Projects at Northwestern University

Brand Strategy Consultant

Chicago, US

September 2014 – December 2015

- **MillerCoors:** Strategic planning; consumer research analysis discovering key insights driving the development of a creative shopper marketing campaign in order to increase sales of Smith and Forge Hard Cider in retailers Mariano's & 7-11
- **Cooper's Hawk Wine Club:** Cluster-based segmentation of client base. Developed marketing strategy for member program & tactics for segments based on market response model with measurable marketing, behavioral & mental objectives

Northwestern University IMC Leadership and Head of Social Committee

Leader Committee Member / Head of Social Committee

Chicago, US

December 2014 – December 2015

- Created plan to optimize orientation for prospective students, dealt with student issues mediating between students & school
- Organized social & networking events for current and prospective students, often in collaboration with other schools

Unidad Educativa Particular Javier

Member of Charity Volunteer team

Guayaquil, Ecuador

February 2009 – July 2009

- Unpaid work in poverty-stricken regions of Ecuador providing food, activities & English lessons for underprivileged children

EDUCATION

Northwestern University, Medill School (GPA: 3.72)

MSc in Integrated Marketing Communications (Specializations in Brand Strategy and Content Marketing)

United States

2014 – 2015

University of Exeter (GPA: 3.7)

BA double major in Management and Spanish with minor in Italian and Study Abroad (1 year in Spain)

United Kingdom

2009 – 2013

SKILLS, ACTIVITIES & INTERESTS

Languages: English (native); Spanish (fluent); French (basic)

IT: Google/Adobe Analytics, HotJar, LuckyOrange, Optimizely, Maxymiser, Salesforce, Workfront, , Basecamp, Tableau

Interests: CrossFit – trying to survive the daily WOD. Finding the best sushi in town (inspired by a trip to Japan). Traveling the world and experiencing new cultures. Blogging about insights and culture as they relate to brand strategy (www.alexkesh.com)