
ALEXA MCPHEE

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PROFESSIONAL SUMMARY

Dedicated undergraduate student with an eagerness to learn and an outstanding work ethic, seeking to gain experience and make meaningful connections in the music industry. Alexa has become an adaptable individual through time immersed in new cultures while volunteering and studying and interning abroad. Possesses strong communication, creative problem-solving, multitasking, and organizational skills, demonstrates excellent attention to detail and has relevant experience in event planning and promotions.

EDUCATION

Bachelor of Arts: Spanish And International Business, Expected in 05/2023

Clemson University - Clemson, South Carolina

GPA 3.69

- Minor in Economics
- Courses in international business, economics, entrepreneurship, marketing, management, accounting, and Spanish

Study Abroad: Spanish Studies, 05/2022

University of Alicante | USAC Study Abroad - Alicante, Spain

Lived in Alicante, Spain and completed 12 credits of Spanish language and culture courses during the Spring 2022 semester.

WORK HISTORY

Student Ambassador, 01/2023 - Current

Up & Up Festival – Clemson, SC

- Up & Up Festival is a nationwide competition sponsored by Monster Energy to sell tickets during a 48 hour presale competition where the top 6 schools win a festival at their school
- Created team of peers and delegated essential tasks to each student by assessing their strengths
- Created business plan to promote, market, and get students excited about the competition
- Contacted local businesses and prominent campus figures about collaborating for marketing
- Planned and executed pre-sale promotion parties
- Managed team's social media and text message system

Marketing Strategy Intern, 06/2022 - 08/2022

Delonia Software – Madrid, Spain

- Performed market analysis for captive insurance and reinsurance industry and researched latest market trends.
- Collaborated with team members to expand marketing channels and increase brand awareness.
- Researched competitors and potential clients to tailor marketing strategy.
- Created original written content to be published on marketing channels in Spanish and English.
- Created business process models for analysis of marketing work processes.

Server, 05/2021 - 08/2021

Sushi Yoshi – Killington, US

- Delivered excellent service to more than 100 customers per night to increase sales and ensure customer satisfaction.
- Fostered communication and teamwork skills to get work done efficiently.
- Learned to multitask, perform well under pressure, and professionally manage people during busy shifts while greeting and seating customers, taking orders, and bringing out food for five to six parties at a time.

Paid Intern, 06/2020 - 08/2020

Complete Health Periodontics – Rutland, VT

- Worked at front desk scheduling appointments, signing in patients, and filing patient information.
- Managed over 30 calls per day and helped over 10 patients per day.
- Boosted customer experiences by delivering superior customer service.
- Handled billing and communication with other offices.

LEADERSHIP

Public Outreach Chair of Clemson University's Diplomacy Club

- Works along side other executive board members to plan events
- Runs social media channels and communicates with the community to organize and advertise events
- Moderates guest speaker events

Director of Communications for Women in Business at Clemson University

- Facilitates communication with business professionals and guest speakers to plan events, resolve questions, and ensure events run smoothly.
- Sends out weekly emails and promotions for club events and collects feedback data to determine where events can be improved.
- Updates event calendars,
- Networks with other women in business in the Clemson and outside community to create meaningful connections.
- Attends presentations and workshops led by business professionals to develop skills and learn of new opportunities.

Member of Kappa Kappa Gamma, Epsilon Mu Chapter, Class of 2019, Clemson University

ACCOMPLISHMENTS

Awards: Dean's List, Spring 2020 | President's List, Spring 2021 | President's List, Fall 2021 | Presidents List Fall 2022 | Wilbur O. and Ann Powers College of Business Fellowship 2021

Entrepreneurship Creative Inquiry, Clemson University, Fall 2021

- Mentored by field professional and Clemson alumni, Greg Smith to learn best practices for starting a business through various start-up case studies and projects

SKILLS

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| • 8 semesters of college level Spanish | • Creativity and problem solving |
| • Google Suites, Microsoft Office, Adobe Acrobat and Canva proficient | • Aptitude for art and design |
| • Experience in captive and reinsurance industry | • Detail-oriented |
| • Experience in ticket sales and event planning | • Research and Analysis |
| • Customer service | |