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EXPERIENCE

Director of Innovation, Allen Hall Advertising • August 2008-June 2009

- Restructured agency and created processes around new open-source model of thought leadership
- Managed 28 people in the execution of campaigns for four key accounts
- Created processes to manage total client billings of over \$45,000
- Wrote bylaws, created an incentive program and initiated a new board of directors oversight structure

New Business Intern, Bartle Bogle Hegarty, NY • June 2008-August 2008

- Designed the content, structure, flow and led the creation of final intern pitch presentation
- Managed internal resources, scheduling, and research for an ongoing pitch for new business
- Conducted primary and secondary research for existing and potential clients

Brand Manager, Allen Hall Advertising - New Venture Championship • August 2007-June 2008

- Led a team of 6 in the creation of an integrated marketing communications plan that included research, media plan, ad execution, OOH promotion, website, and viral videos
- Created and maintained a total campaign budget of over \$32,000
- Developed complete rebrand based on insights from competitive analysis and target profile research
- Maintained consistent contact with client and grew the relationship into a partnership
- Negotiated with vendors to obtain the most cost effective services for client

Student Brand Manager, Red Bull North America, Inc. • August 2006-June 2008

- Developed relationships with campus organizations and delivered the brand image through key events
- Prepared weekly reports identifying target markets, sampling opportunities, and overall brand presence
- Activated the local execution and adaptation of national marketing initiatives

Client Relations Intern, Ziba Design - Digital Lifestyles • June 2007-September 2007

- Compiled a comprehensive database of consumer electronics industry design trends, consumer profiles and archetypes, and market segmentations
- Independently researched industry trends relating to current and potential clients and synthesized them in a department-wide weekly brief
- Initiated and developed comprehensive profiles of all current clients within Digital Lifestyles group outlining relationship intricacies, industry trends, and key project summaries
- Acted as a contributing member of strategic design teams during brainstorming and research

President, UO American Marketing Association • May 2006-June 2007

- Led an executive board of 8 Vice Presidents
- Recruited 30 new members by creating the Business School's first experiential marketing group
- Initiated new committee structure that was effective at attracting and retaining members by offering real-world experience and was integral to raising over \$6,000 in sponsorships
- Received two national awards for superior chapter planning and superior professional development

Mac Specialist, Apple, Inc. • June 2006-September 2006

- Determined customer needs and matched product benefits in an integrated solution
- Routinely exceeded sales targets and was frequently the top daily grossing salesperson
- Gained sales experience with a global brand in a retail setting

EDUCATION

University of Oregon, Eugene OR

- B.S. in Business Administration, June 2009
- Concentrations in Entrepreneurship, Marketing
- Minor in Communication Studies
- Charles H. Lundquist College of Business Honors Program graduate
- GPA: 3.64

HONORS & AWARDS

- Bedbury Scholar, 2009
- Most Valuable AHA member, 2008
- UO Centurion Award, 2007
- Most Valuable UO AMA Board Member, 2007
- Highest Sophomore Grade Point Average in Greek Life, 2006