



ALEX MCKINLEY

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SUMMARY

Emerging Creative Strategist with 3 years of experience in agency settings. Proven ability to uncover insights, propose business solutions, and develop campaigns. Pursuing an M.S. in Business Branding at VCU Brandcenter, recognized for award-winning work and leadership in brand strategy.

EXPERIENCE

Creative Strategy Intern

June 2024 - August 2024

On Board Experiential, San Francisco, CA

- Identified and presented key insights from post-event surveys, foot traffic, and sales data for Chase Sapphire stakeholder events, recommending strategies to enhance future event success
- Conducted in-depth social listening in Sprout to analyze influencer effectiveness and user-generated content for Dick's Sporting Goods and Nike events
- Revamped agency capabilities presentation, highlighting production and creative technology departments to win new business and drive agency growth
- Analyzed trends in experiential marketing at sporting events with an emphasis on the Paris Olympics, forecasting trends in upcoming global events hosted in the US

Student Director

August 2022 - May 2023

Second Story Media, Boone, NC

- Led cross-functional team of 20 students to develop and deliver brand-aligned marketing campaigns across video, print, social media, and web platforms for non-profits and local businesses
- Strategized comprehensive brand platforms for multiple departments within Appalachian State University, elevating brand presence and image
- Oversaw all aspects of internal and external communications, ensuring clear and effective strategies, efficient project execution, and high client satisfaction

Brand Coordination Intern

May 2022 - August 2022

WCP Consulting + Communications, Winston-Salem, NC

- Directed strategic updates to modernize the WCP Speakers' Bureau website and enhance user experience, driving increased bookings, speaker social media engagement, and event coordinator satisfaction
- Developed strategic social media and promotional content, ensuring alignment with client brand messaging and driving engagement through targeted campaigns
- Led client meetings, gathering feedback that resulted in enhanced operational efficiency and improved client satisfaction

EDUCATION

VCU Brandcenter, Richmond, VA

May 2025

Master of Science in Business Branding

- Best in Show, Richmond Ad Club
- Developed expertise in brand strategy, creating impactful campaigns that resonate with target audiences
- Led the ideation and execution of brand activations, ensuring they align with and amplify brand messaging to drive engagement and connection
- Lab Monitor – Brandcenter IT

Appalachian State University, Boone, NC

May 2023

Bachelor of Science in Advertising

- Magna Cum Laude
- Dean's List: Fall 2020 – Spring 2023
- Scholarships: Chick-Fil-A 55 Leadership, North Carolina Retail Merchants Association (2x), Autobell Car Wash Employee
- Men's Club Lacrosse Executive Officer, Treasurer, Social Media Manager