

# Aleksandr Beaudoin

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## Work Experience

### **Freelance Production & Brand Marketing, Various Titles (New York, NY)** **March 2019 – Present**

- Safely directed a short film & photographed/styled an editorial shoot during Covid-19
- Crafted a brand book and corporate structure for a developing, luxury company
- Guided new brand purpose on social media for a NYC designer focusing on the Gen Z market
- Wrote, directed, and co-produced SECONDS, a portfolio short film
  - Various creative duties included casting, storyboarding, location scouting, styling, and editing
- Served as PA on COMMON QUESTIONS music video shoot and SONOS ALPINE photo shoot

### **Searchlight Pictures, Publicity Assistant (New York, NY)** **January 2019 – September 2019**

- Administrative planning for SVP: organized meetings, set calls, ensured calendar updates and communication between national offices
- Secured and organized travel itineraries for SVP and talent
- Daily coverage of digital and print trades for relevant mentions
- Booked screenings for press and industry insiders and assisted at special events/premieres
- Updated budget and Excel sheets, vendor payments, and expenses

### **Yummie, Paid Marketing Intern (New York, NY)** **October 2018 – December 2018**

- Assisted in shooting/editing creative content on Premiere Pro for a women's fashion brand
- Generated blog content for increasing brand exposure and consumer engagement
- Assisted on professional photo-shoots

### **La Monte Productions, Assistant (Bel Air, CA)** **June 2018 – August 2018**

- Social media content creation, promotion, & outreach for a slate of films
- Researched, categorized, and compiled archival footage for VIVA VERDI!, a feature documentary

### **MC SQUARED Creative Marketing Agency, Paid Intern (Los Angeles, CA)** **June 2018 – August 2018**

- Organized team calendars and schedules and multiple client agendas
- Social media planning and content creation on Instagram and Facebook through Hootsuite
- Wrote blog articles and conducted competitor research for SWOT analysis

### **T.H.E / The Human Experience, Founder and Brand Owner (eCommerce)** **August 2017 – January 2019**

- Launched an online tee shirt company through Shopify: scouted, hired, filmed, and edited campaigns
- Forged brand identity from keywords, taglines, and hashtags to logos, color palette, and tee designs
- Utilized Google Analytics and KPIs to track brand growth and new opportunities

## Education

### **Parsons School of Design, Online Program – “Streetwear Essentials”** **May 2021**

*New program providing a holistic overview of the history, art, and current business of streetwear*

### **North Carolina State University** **August 2014 – May 2018**

*B.S. Business Administration (Marketing), Minor in French Language and Literature*

- Paris semester abroad, *French Cinema, Architecture, and History* **Feb. 2016 – June 2016**

## Skills and Expertise

French Language, Directing, Adobe Suite, Microsoft Office, Intermediate Wordpress, Branding, Fashion, Illustration

- Affiliations: *Ghetto Film School, TheWrap, Film Independent, Film at Lincoln Center, IFP, Business of Fashion*