

ALEX CADALSO

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949.257.9336

EDUCATION

San Diego State University

San Diego, CA

Bachelor of Arts in Journalism, Political Science minor

Oxford University

Oxford, Oxfordshire, U.K.

Oxford Study Abroad Program, Summer 2006

PROFESSIONAL EXPERIENCE

ALTA Brand Design + Development

Partner

January 2009 - present

Our brand management agency offers services including market research, business strategy, identity & web design and more. Duties as a partner include: customer relations, sales & project management.

SPLAT Magazine

Contributing Editor

November 2003 - present

Wrote more than 50 articles as a contributing editor in addition to proofreading, copy editing and content direction

Paintball Games International

Writer

September 2003 - August 2008

Wrote more than 40 articles including profiles, product and event reviews and editorials.

Hollywood HK

Partner

2002 - 2008

Turned a paintball team into paintball's most recognizable brand. The HK blog and message board are among the most visited websites in paintball. Developed products and marketing strategies while overseeing brand management.

SPECIAL SKILLS

- Brand development, marketing, product management, strategic business practices.
- Strong interpersonal communicator, skilled interviewer, highly organized.
- **Software Literacy:** Microsoft Office, Adobe Creative Suite, FinalCut Pro, WordPress & Apple iLife suite.
- Proficient in HTML coding and CSS layout.
- Creative problem solver who can make decisions under deadline

PARTIAL CLIENT LIST

YRB, BMW Car, Splat Magazine, Car Audio Magazine, WELT, P8nt, Paintball Games International

References available upon request.