

Brianna Alexandre

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EXPERIENCE

Rx Global- Remote

Account Executive- July 2023-Present

- Managed 700+ accounts in new and existing business across three B2B events to maintain current customer relations, and create new ones
- Achieved \$147k+ in revenue in two months across two tradeshow events, to reach square footage goal of the organization
- Led outbound sales communications to help businesses grow their show presence with sponsored marketing at the event
- Executed presentations to clients and new customers, highlighting the products, services, and the benefits of our event
- Collaborated with sales team members in assisting customers for paid sponsorships on the show floor

RX Global -Remote

Business Development Executive- May 2022- June 2023

- Managed 500+ accounts in new and existing business to expand client opportunities across the portfolio
- Conducted market research to identify relevant industry trends, key thought leaders, and business owners to drive trade show sales, leading to a generation of \$180k+ in sales within 4 months
- Achieved an organization goal of \$1M sales target by working collaboratively with cross-functional teams, to develop and implement sales strategies
- Lead outbound sales activities, built lead lists, qualified prospects, and determined viability using Salesforce to generate qualified leads
- Executed presentations to potential clients highlighting products, services, and value propositions

Success Academy – Rosedale, NY

Teacher, July 2021– May 2022

- Instructed a classroom of 28 scholars using focused instructional strategies and hands-on activities to achieve a 20% increase in their reading growth average
- Devised plans with effective measures and lesson plans using problem solving methodology, and techniques resulting in the highest passing rate in the school district
- Led department staff meetings with executive leadership
- Facilitated parent-teacher conferences and town hall meetings to build and strengthen positive relationships with stakeholders

Wbai-Fm – New York, NY

Content Marketing Intern, Jan 2020 – May 2020

- Created a new marketing channel for The Leonard Lopate Show on WBAI by developing an Instagram account
- Partnered with the executive producer editing clips and promos that achieved 10k+ impressions
- Managed Twitter and Facebook accounts resulting in an overall 20% increase in engagement
- Cross-functionally collaborated with executives to deliver project requirements, develop solutions, and meet deadlines

EDUCATION

CUNY York College

City University of New York, CUNY — Queens New York

Graduate | 12/19

Major: Sociology

Minor: Communications & Marketing

CUNY City College

City University of New York, CUNY- New York, NY

Graduation Date: May 2025

M.P.S: Integrated Branding & Communications

Track: (Brand Strategy/Management)

SKILLS: MS Office | Salesforce | Hootsuite | Canva | Illustrator | InDesign | Photoshop | Customer Service | Planning