

ALEXA BUERMAYER

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Creative Marketer and Designer skilled in managing the full creative lifecycle, transforming conceptual ideas into high-performing digital assets. With a degree in Advertising and a background spanning in-house teams, consulting, and freelance work, I bridge the gap between business strategy and artistic execution. I am a strategic thinker passionate about leveraging my foundational knowledge to deliver innovative, design-forward solutions.

EXPERIENCE

Graphic Designer | Contract, Part-Time | Pioneer | Remote January 2026–Present

- Develop multi-format creative assets spanning digital, print, presentation, environmental, and promotional design, including branded collateral, motion content, sales materials, and large-scale wraps
- Collaborate cross-functionally throughout different teams to manage many ongoing projects, delivering strategic, on-brand creative solutions for internal and external campaigns while maintaining visual consistency across diverse formats

Freelance Marketing & Creative Consultant | Self Employed | Remote December 2023–Present

- Consult and execute marketing strategies and creative for small businesses at both early and late stages in development within a variety of industries such as coffee/service, plumbing, as well as a self-help author and business leadership and development firm
- Build brand identity, create social content, and support audience growth through design, content planning, and digital marketing

Digital Media and Communications Intern | Iridium Communications | McLean, VA May–August 2024

- Collaborated with a cross-functional team to optimize 5 digital marketing campaigns and 50+ social ads, developing creative content using software such as Adobe Illustrator, Photoshop, and Premiere Pro
- Drove B2C and B2B strategic communication with partners in highly regulated industries for a publicly traded company

Digital Advertising Ambassador | LinkedIn x HubSpot | Remote October–November 2024

- Managed \$1,000 LinkedIn campaign budget for a small business client, producing 10+ ads and reaching CTRs as high as 1.29%
- Tracked and analyzed KPIs—including impressions, CTRs, and engagement to optimize ad performance and refine strategies
- Collaborated with industry professionals on B2B marketing campaigns, gaining experience with LinkedIn and HubSpot software

WorkAway, Asturias, Spain *Cultural Exchange Childcare Provider* March–May 2025

- Taught interactive English lessons to two children while living with a host family and participating in a Spanish cultural exchange
- Built global connections and strengthened adaptability and communication skills while navigating daily life in a new country

EDUCATION

Virginia Tech, Blacksburg, VA

B.A. Advertising, minor in Spanish. *Magna Cum Laude*

August 2020–December 2024

Involvement: Pi Sigma Epsilon (Professional Sales and Marketing Organization), Spanish Club, PeaceWork (Community Service)

AIL Español, Valencia, Spain

June 2025 – July 2025

Immersive Spanish Language Program with 30+ hours/week of coursework focused on grammar, conversation, and culture

LEADERSHIP ROLES

Kunga School of Yoga, Blacksburg, VA *200 Hour Yoga Teacher Training* March 2024 - April 2025

- Completed 200+ hours of trauma-informed, service-based yoga teacher training with an emphasis on nonviolent communication
- Planned and taught 15 classes with 40+ students emphasizing inclusion and accessibility while gaining confidence as a leader

Leadership Mission International (LMI), Comayagua, Honduras *Volunteer*

January 2025

- Taught English, leadership, and community development courses to 20+ students at a nonprofit women's leadership school
- Served as project photographer, capturing images used in fundraising campaigns that supported the school's development

SKILLS

Creative & Marketing Tools: Adobe Creative Suite (Illustrator, Photoshop, Premiere Pro), Figma, Claude Design, Canva, CapCut, Meta Ads Manager, Google Ads, HubSpot, LinkedIn Campaign Manager

Licenses & Certifications: HubSpot Marketing Hub Software, HubSpot Inbound Marketing, USA Certified Ethical Advertising Executive (2024), Stukent Digital Marketing Simternship (2025)

Marketing Skills: Paid Social, SEO, Campaign Strategy, Content Creation, Brand Positioning, Audience Segmentation, KPI Analysis

Languages: English (Native), Spanish (B2)