

Alexander D'Agosta

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EDUCATION

University of Miami

Bachelor of Arts in Psychology

Minoring in Marketing, Entrepreneurship, Music Industry

- **GPA:** 4.0
- **Honors:** Dean's List
- **Relevant Coursework:** Digital Marketing | Social Psychology | Marketing for Entrepreneurs | Applied Entrepreneurship | Financial & Managerial Accounting | Consumer Behavior Marketing

Coral Gables, FL

May 2025

EXPERIENCE

ACCN ESPN Sports Broadcast

Intern - Team Management

- Directed equipment setup and breakdown: Led the preparation and dismantling of broadcast equipment, ensuring a seamless transition for live productions. Enhanced operational efficiency and reduced setup time
- Enhanced live broadcast quality: Operated multiple control room technologies, including cameras, replay, shading, graphics as well as produced and directed broadcasts. Improved the overall quality by troubleshooting and optimizing equipment settings in real-time.
- Developed promotional content: Created engaging broadcast promotion videos and crafted compelling storylines, increasing viewer engagement.

Coral Gables, FL

Nov 2021 – May 2025

DEVY - Online Accessories

Sales & Marketing

- Designed and launched an ecommerce site with a clean, user-friendly interface to drive sales.
- Executed digital marketing campaigns across social and blogs, boosting traffic and conversions.
- Led product photoshoots in scenic locations to enhance brand appeal and engagement.

Laguna Niguel, CA

Jan 2020 - Nov 2021

Drink Crossed Corporation

Co-Founder / CMO & COO

- Led marketing and sales strategy, overseeing brand development, digital campaigns, influencer outreach, and content creation, driving DTC growth and increasing customer acquisition.
- Developed and executed business and marketing plans, incorporating product design, consumer data insights, and go-to-market strategy for both online and wholesale expansion.
- Managed operations and problem-solving across e-commerce, fulfillment, and customer experience, while orchestrating creative initiatives such as lifestyle photoshoots and branded storytelling to boost engagement and brand appeal.

Coral Gables, FL

Sept 2023 - Current

SKILLS & ACTIVITIES

Languages: Fluent in English,

Technical Skills: Creative Writing, Content Creation, Research & Analytics, Videography & Editing

Certifications & Training: Google Ads Search Certification, Google Ads Display Certification, Google Ads Video Certification, AI-Powered Shopping Ads Certification, VP Sales and Marketing training

Activities: uStart, Music Industry Association (MIA), Psi Chi