

ALEXIS JAMES

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EDUCATION

BBA MARKETING

University of Georgia - 2023

GPA - 3.77

CERTIFICATIONS

- HubSpot Academy Digital Marketing Certification

SKILLS

- Canva
- Google Workspace
- Adobe Suite
- Microsoft Suite

EXPERIENCE

ACCOUNT MANAGER

Ocozzio, Inc. | March 2025 - Present

- Monitor multiple client project progress, budgets, and timelines, proactively addressing any issues or changes.
- Collaborate with other department teams to develop and execute marketing campaigns and tactics that align with client objectives
- Present campaign results, performance reports, and recommendations for ongoing optimization.

FIELD SALES AND MARKETING REPRESENTATIVE

Techtronic Industries | July 2023 - March 2025

- Analyze market trends to gain insights on sales and marketing strategies
- Build and maintain strong relationships with all TTI clients
- Identify new distribution channels to grow TTI's market presence
- Gain insights from users to understand and solve their problems

DANCE INSTRUCTOR

The Studio Athens | May 2021 - June 2023

- Develop lesson plans and curriculums for dance classes
- Support student growth by evaluating individual performance and delivering targeted, differentiated feedback
- Manage classroom of 10+ students at a time

MANAGER/SERVER

Chops and Hops | August 2020 - May 2023

- Resolve customer complaints and ensure guest satisfaction
- Train employees to ensure knowledge of company practices and policies
- Manage social media accounts through content creation and post monitoring