

Alexandria Antoinette Darin

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Results-driven professional with 15+ years of experience across various industries. Expertise includes strategy, marketing, branding, communications, teamwork, and leading complex projects on a global scale. I have worked in a corporate Fortune Global top 20 company, small businesses, startups, government entities, and franchises. I enjoy solving complex problems and organizing a team to accomplish goals. I have been running my own business since 2017 and look forward to using my skills to help further your business.

EXPERIENCE

CENTER FOR GLOBAL ENTERPRISE Global
A private nonprofit Think Tank studying corporations, economic trends, and global societal impact.
Consultant - Expert 2023 - Present

- Brought in as an expert for projects at The Digital Supply Chain Institute with its corporate members.

COLUMBIA UNIVERSITY W. EDWARDS DEMING CENTER New York, NY
Promotes operational excellence in business through researching best practices and strategic planning.
Advisory Board Member 2022 - Present

- Provide counsel for senior leaders through forums, company visits, executive education, and publications.

ALEXANDRIA DARIN CONSULTING EU, U.K., US, Asia
Providing solutions to luxury hotels, auto suppliers, higher education, and business leadership initiatives.
Business Owner 2017 - Present

- Developed EV charging strategy, marketing, and project management plans for Brooklyn Navy Yard.
- Spearheaded 13th annual Deming Cup at Columbia University and notable industry CEO's and executives.
- Presented and executed marketing strategy for three Four Seasons Resorts in Thailand.
- Advised film creator on a partnership strategy surrounding \$1MM worldwide film launch during Covid-19.

GENERAL MOTORS Detroit, MI
Managed talent, experiential, media, and content agencies and established entertainment partnerships.
Assistant Marketing Manager - Branded Entertainment 2017 - 2018

- Partnered with studios, networks, and digital platforms to place products in over 200 integrations.
- Led a 25-person team to create multiple 60-second commercial spots with national media buys.
- Directed scope of work, budget, and pay structure of four agencies' contracts (20 people - \$4MM).
- Maximized Buick Coachella social campaign, exceeding engagement target by 350% (1.4MM).
- Maintained a \$10,000,000 budget for The Lego Batman Movie, resulting in a 65% lift in mobile traffic.

JACK MORTON WORLDWIDE Detroit, MI
Partnered with clients to activate two multi-million-dollar partnerships, culinary partnerships, and events.
Production Associate - Branded Entertainment Account 2015 - 2017

- Organized P.R., media, and agency colleagues toward deadlines of two multi-million-dollar partnerships.
- Worked with senior executives on contracts, 60-second commercial spots, and media buy for a film.
- Coordinated a team of 25 and was the main point of contact for Disney's tentpole film sponsorship.
- Controlled the \$1MM budget and all vendors for a nationally run commercial spot.

Production Associate - Buick Account 2013 - 2015
• Secured electronic B2C data capture at yearly events with 200,000+ customers, giving insight into sales.
• Increased Atlanta Food & Wine data capture by 14%, which generated an 8% increase in sales.
• Surpassed data capture, sales, and revenue growth by 6% YOY execution of all culinary events.

Associate Account Executive - Fleet & Commercial Account 2012 - 2013
• Enhanced product placement partnership to reduce the overall budget for culinary event activations 18%.
• Managed 20 events per year, including asset exchange, vendor management, and client speaking duties.
• Forecasted, managed, and delivered \$2.5MM worth of premiums to all 5 G.M. regional US offices.

EDUCATION

COLUMBIA BUSINESS SCHOOL New York, NY
LONDON BUSINESS SCHOOL London, UK
• EXECUTIVE MBA, Global Program 2021 - 2023

• Honors: Scholarship for Academic Achievement & Leadership, Women in Business Class Representative
OAKLAND UNIVERSITY Rochester Hills, MI
• BS, Integrated Studies with Minors in Advertising & Communications 2005 - 2009
• Honors: Varsity Volleyball Collegiate Athlete