

ALEXA K. CORCORAN

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CREATIVE • MARKETING • TECHNOLOGY AND MEDIA

Accomplished marketing and technology professional with 15 years of cross-functional experience in business, public relations and media. A creative, highly-motivated self-starter with proven results as an academic, entrepreneur and organizational leader. Passionate about learning with an advanced degree in the Humanities. Motivated by intellectual curiosity and a continual drive to enthusiastically explore and embrace new frontiers in education, business and media. Seeking a part-time opportunity rooted in challenge, collaboration, and creativity.

Areas of Strength:

- Strategic Marketing Planning
- Campaign/Project Management & Execution
- Multiple Channel Integration/Synergy
- Web Development/Digital Media Skills
- Broad Software Expertise (PC, Mac) & Technical Savvy (Web, eMarketing, Blogs, Social Networking)
- Energy/Interpersonal Skills With Peers
- Analytical, Inventive Writing/Creative Presentation
- Willingness to Learn/Try New Ideas & Tactics
- Breadth and Depth of Experience

Please see attached document for a sampling of my project work and media productions.

PROFESSIONAL EXPERIENCE

Archway Creative (Baltimore, MD)

Summer 2008 - Present

Entrepreneurial venture specializing in marketing consulting and the creation of an organization's digital media identity and representation using all media channels. Work includes web development, graphic design, image/video/audio editing, execution of custom media projects, and more.

Founder, Freelance Consultant/Contractor

- Develop digital marketing plan and websites from concept to launch for a variety of clients in broad spectrum of professional fields. Client work includes:
 - Mecklenburg Medical Alliance and Endowment: <http://www.mmaonline.com>
 - Slate Venture Group, LLC: <http://www.slateventuregroup.com>
 - RJCorcoran & Associates, LLC: <http://www.rjcorcoran.com>
- Design and edit graphics, photography and illustrations using extensive Photoshop skills. Create/edit graphics for use in all forms of print and digital media. Retouch images and restore/repair photography.
- Deliver custom digital media products and productions, incorporating digital images, photography, video, audio, print materials and illustrations. Convert, edit and create digital media (video/audio/web) from existing media.
- Train and coach individuals to improve their skills on a computer (PC/Mac), the web & specific software suites.

Let's Dish! (Baltimore, MD)

2004 – May 2008

Leading meal-assembly company in the mid-Atlantic

Co-Owner and Founder, Director of Marketing and Technology

- Created, launched, executed and managed the marketing strategy for nine, Let's Dish! meal-assembly stores across Maryland and Virginia. Within two years, these Let's Dish! stores soared to over \$11 million in annual revenues, becoming the most successful meal-assembly stores in the country.
- Developed and communicated annual and quarterly integrated, multi-channel marketing plan, including creation and execution of advertising, website, direct mail, events, in-store signage and materials, staff marketing directives, public relations messaging, customer communications, blog, web 2.0 presence and more.
- Grew to manage staff of twelve including headquarters team, regional marketing liaison and community marketing coordinators; oversaw outside marketing vendors, including relationships with PR and ad agencies.
- Managed all website development for Let's Dish! mid-Atlantic (<http://www.letsdish.com>), transitioning site to a login/account structure and implementing numerous website improvements such as a menu redesign, customized promotion and special offer functionality, and multi-layered referral and customer loyalty programs.
- Conceived, launched and managed "Food for Thought," the Let's Dish! blog, <http://www.thedishblog.com>;
- Created and executed social networking strategy to connect with customers, including Facebook Fan page.
- Created and launched the Pink Dish! Campaign and its accompanying website (www.letsdish.com/pinkdish) in 2007. An initiative to provide Let's Dish! meals to families coping with breast cancer, Pink Dish!, achieved its goal of giving to all nominated families both years (over 50 families in 2008) and has been covered extensively by web, print, radio and television media in Maryland, DC, and Virginia.

Awards and Achievements:

- Named "Top 40 Under 40" by the *Baltimore Business Journal* (October 2006)
- Won *Smart Woman Magazine's* Bravo! Entrepreneur Award and served as Honorary Chair at the Women Entrepreneurs of Baltimore annual "Taste of WEB" event (2005).

- Let's Dish! Awards include U.S. Chamber of Commerce Blue Ribbon Award (2006, 2007); *Baltimore SmartCEO's* Future 50 Companies (2007, 2008); Named one of the "Greatest Places to Work" by Corridor Inc. (2007) and one of the best "25 Places for Women to Work" by *Smart Woman Magazine* (2005).

Excite@Home (Redwood City, CA)

1998 – 2001

Silicon Valley technology firm that pioneered the development and launch of cable Internet service and worked with over 25 cable partners domestically and internationally to provide consumer and business high-speed Internet service to millions of homes worldwide.

Strategic Advisor and Chief of Staff to the EVP, Consumer Broadband Services

- Developed and communicated annual and quarterly Consumer Strategic and Operational Plan to all departments of the Consumer Broadband Services division of Excite@Home.
- Overall project management of the launch of Excite@Home's first, integrated broadband service offering, managing the efforts of product development, content, marketing, engineering and customer service.
- Devised strategy and coordinated all activities for employees in Consumer Broadband Services.
- Wrote weekly newsletter of all updates and news for consumer division as well as CEO's monthly news on consumer division for call to investors and Board of Directors.

@Home Network, Director of Marketing

- Directed and executed all consumer marketing programs with domestic and international cable partners, achieving and exceeding year-end subscriber goals in 1998, 1999, and 2000.
- Developed and delivered quarterly marketing campaigns and national promotions, ongoing direct-response programs, partner acquisition initiatives, retail/OEM programs/events, and online advertising. Executed national broadcast television and radio campaign, including the creative development and media buy.
- Wrote and edited copy for marketing materials and customer newsletters.
- Educated/trained customer service and cable company marketing representatives on all marketing promotions.

@Home Network, Senior Marketing Manager, Subscriber Acquisition

- Developed and executed @Home's first national marketing campaign in over 60 markets, including creative development and production, media planning, sweepstakes promotion overlay and website.
- Launched @Home Nederland, @Home Australia, and @Home Japan, @Home's early international ventures.

MediaOne, Inc. (Andover, MA) (Now owned by Comcast)

1997 - 1998

National Cable Company deploying Broadband services, including cable Internet, video and telephony.

Marketing Manager, Customer Acquisition – MediaOne Express

- Spearheaded product launch and marketing of MediaOne's cable Internet service to the residential market in the Northeast region. Managed all customer acquisition marketing activities for company's most successful region, exceeding the 1997 customer goal by nearly 20% and achieving the single greatest regional penetration of cable modem technology in the world at that time.
- Wrote, edited and executed all promotional activities during customer acquisition campaigns, including: print, radio and television advertising, community marketing, direct mail, and trade show, retail, & PR events.
- Created MediaOne's Library Connections initiative, a public relations/promotional program honored as a Beacon Award finalist in 1997, which provided high-speed internet service to libraries for the first time.

Learning International (formerly Xerox Learning Systems, now a division of AchieveGlobal)

1994 – 1997

World leader in learning-based solutions, skills training, and consulting services in sales performance, customer service, and leadership.

Marketing Manager – Sales, Wellesley, MA

- Led all local, business-to-business marketing initiatives for Eastern Operations, Learning International's most successful sales region (ME to FL) achieving a \$2.6M increase in revenues in 1996.
- Wrote, designed, developed, and executed the "The Marriage of Sales and Technology" seminar series for Fortune 2000 clients/prospects in 24 North American cities (fall 1996). Honored with Learning International's Service Excellence award for Extraordinary Performance for the project.

Product & Marketing Manager, Stamford, CT

- Actively marketed top four training solutions, including *Professional Selling Skills*TM (representing 52% of the company's total revenues at time). Launched a new training product, *Professional Teleselling Skills*TM.
- Wrote and developed Learning International's Web page; Managed Internet team and maintained site.

Intern/Consultant -- Marketing and Product Development Team, Stamford, CT

- Directed editing, graphics, and layout for a team of nine professionals, resulting in completion of book, *High Performance Sales Organizations: Creating Competitive Advantage in the Global Marketplace*. *High Performance Sales Organizations* was Irwin Publishing's top-selling business book in 1995-1996.

ADDITIONAL EXPERIENCE:

Tiger Adventure: Founder, Director of Marketing, Website Developer for an adventure racing team and a volunteer non-profit that provided underprivileged children opportunities for personal growth and learning through adventure.

Corrymeela Community: Ballycastle, Northern Ireland: Volunteer Youth Counselor at international retreat designed to foster peace and improve relations between conflicting regions within the Republic of Ireland and Northern Ireland.

Earthwatch, University of Chicago Project on Ancient Carthage, Tunisia, Africa: Member of archaeological team uncovering ruins of Ancient Carthage in Tunisia, Africa. Findings from a Roman Basilica and cemetery led to the creation of an archaeological museum in Tunisia.

EDUCATION

The Johns Hopkins University, Masters of Arts, Krieger School of Arts & Sciences, May 2003

Department of History

Fields of Study: 20th Century American History with emphasis on Gender and Women's History, Popular Culture, and Mass Media/Technology

First Year-Paper/Thesis: *In Search of the Historical Oprah: Oprah Winfrey, Mass Media, and 20th Century Social Movements*; thesis featured in admissions materials for JHU.

Teacher's Assistant during the 2002-2003 academic year with two Sections per semester for the introductory undergraduate history course(s). Instructed and evaluated over 60 undergraduate students.

Princeton University, Bachelor of Arts, May 1995

Magna Cum Laude graduate: Department of History, Program in American Studies

Thesis: *Why Did We Believe the Children? Accusations of Sex Abuse in Day Care Centers* awarded the Willard Thorp Thesis Prize by the Program in American Studies in May 1995 and the 1996 LSA Undergraduate Writing Award by The Law and Society Association in April 1996

Awarded the C.O. Joline Prize in American History by the Department of History in May 1995

Charlotte Latin School, High School Diploma, June 1991

Cum Laude graduate, National Honor Society, National Merit Finalist, Merit Art Award

Awarded the Charlotte Latin School 1991 History and English Awards and the **1991 Williams Book Prize**

Awarded the Morehead Scholarship to the University of North Carolina (declined to attend Princeton)

Selected as 1991 "Senior of the Year" and "All-Star Scholar" by the Charlotte Observer

SOFTWARE AND TECHNOLOGY PROFICIENCY

- Expert knowledge of Mac and PC OS, Microsoft Office Suite (2007, 2003) and Apple iWork and iLife ('09, '08) and Adobe Creative Suite (including Illustrator, In Design, Photoshop / Photoshop Elements and Acrobat)
- Proficient in all web development areas, including HTML, CSS and CMS. Experience with Adobe Dreamweaver, Fireworks, GoLive and Image Ready, as well as Microsoft FrontPage, RealMac RapidWeaver, CSS Edit, Coda
- Skilled in video editing using Final Cut Express, Adobe Premiere/After Effects & Roxio Easy Media Creator (v9, v10)
- Expertise in all aspects of eMarketing, including Search Engine Marketing (SEM), Search Engine Optimization (SEO), website advertising, landing pages, email advertising, eNewsletters, as well as referral, recommendation and customer loyalty marketing. Skilled at setup and execution of email via third-party email marketing partners (Constant Contact, TrueMail, MailChimp, Cheetah Mail, Blue Hornet and other vendors)
- Extensive experience with set up and execution of blog publishing platforms, including implementation and use of Wordpress hosted blogs and Wordpress.com, Blogger and TypePad free blog publishing tools
- Practiced in implementation of Live Chat - proactive and reactive - throughout website
- Proficient in installation and use of video chat and instant messaging (Skype, iChat, AIM, etc). Set up and maintain Facebook Profile, Page and Group membership as well as Digg, Del.ici.ous, Newsvine, and Twitter accounts

TRAINING

Web Development: Executrain: *Introduction to HTML, Advanced HTML, Web Design and Web Page Development.*

Media: Apple: *iLife '09 and '08 Suite, Final Cut Express*

Professional Training: *Interpersonal Managing Skills, Professional Selling Skills Core, Professional Selling Skills Trainer Workshop, Account Development Strategies, Expert Selling Strategies, Professional Teleselling Skills, Quality Service Skills, Business Development School (Levels I,II) and Business Issue Selling (BIS)*

Public Speaking: Communispond: *Executive Presentation Skills*

INTERESTS: 80's music, ballroom dancing, sweet potato fries, pop culture and all things loved by 5 - 7-year old girls