

Alexa Krayzelburg

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EDUCATION

University of Miami Herbert Business School

Coral Gables, FL

Bachelor of Business Administration in Entrepreneurship, Minor in Marketing

May 2026

- **Honors:** Presidential Scholarship, Provost's Honor Roll, President's Honor Roll
- **Relevant Coursework:** Marketing for Entrepreneurs, Digital Marketing, Brand Storytelling, Marketing Research and Analysis, Marketing Analytics, Business Analytics, Professional Selling, Critical Thinking and Persuasion for Business, Entrepreneurial Consulting, Intermediate Financial Management for Entrepreneurs, Strategic Management, Operations Management

WORK EXPERIENCE

Mādin

San Diego, CA

Marketing Intern, Remote

July 2025 – December 2025

- Contributed to ideation sessions for campaigns and rebranding projects for skincare brand, generated creative concepts and strategic directions, researched and tested emerging AI tools to curate digital mascot
- Created prompts for Veo 3 AI to implement settings generating mascot content and videos
- Supported Chief Influencer Officer in visual content and sound generation for beverage account, researched trends, identified growth opportunities, and drafted ideas for new social media presence
- Assisted in sourcing influencers to align with brand voice and campaign goals
- Joined weekly client calls to observe discussions, share ideas, and support project alignment
- Communicated with team members and clients through Slack to coordinate tasks and share updates

Nuwa Marketing

New York, NY

Marketing Intern

June 2025 – August 2025

- Researched and sourced influencers aligned with target audience for international toy and collectibles brand
- Conducted outreach and maintained communication with influencers on partnerships and deliverables
- Participated in weekly meetings to align on project updates, scheduling, and team priorities

Flawless by Melissa Fox

Coral Gables, FL

Front Desk Associate

January 2025 – July 2025

- Assisted clients with booking facials and processing payments through Boulevard, managed inbound calls and client inquiries, and sold high-end medical-grade skincare products to increase revenue

ADDITIONAL EXPERIENCE

University of Miami Herbert Business School

Coral Gables, FL

Entrepreneurial Consulting, Project Lead - FUKU

January 2026 – May 2026

- Conducted primary research and survey analysis to define target customer segments for new restaurant
- Built comprehensive buyer personas to define priority customer segments using insights from market research, demographics, preferences, and decision drivers
- Proposed on-campus activations, collaborations with student organizations and external companies, and targeted discounts to drive awareness, first-time visits, and repeat purchases
- Developed scalable expansion blueprint identifying key success factors, target market characteristics, marketing strategies, and operational considerations to support rollout to additional university campuses

Digital Marketing, CYKLAR

January 2026 – May 2026

- Conducted audit of TikTok and Instagram performance by collecting post-level metrics to calculate engagement rates and evaluate content effectiveness including views, likes, comments, shares, and saves
- Organized and analyzed data in Excel, compiled post-level metrics and built pivot tables, comparative charts, and visual summaries to identify trends across brands, platforms, and content formats
- Analyzed comments and interaction patterns for Cyklar and two competitors to identify audience sentiment, preferred content types, unmet demand, and key drivers of engagement
- Used all findings to propose 10 actionable recommendations to improve performance and content strategy

SKILLS, ACTIVITIES & INTERESTS

Languages: Conversational Proficiency in Russian

Technical Skills: Microsoft Office, Canva, CapCut, Tableau, RStudio

Activities: Learn To Be Volunteer, uStart Entrepreneurship Club, American Marketing Association Club

Interests: Pilates, Plant-Based Cooking, Pastry Baking, Lifestyle Photography