

Alexa Kahn

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EDUCATION

Tulane University, A. B. Freeman School of Business

New Orleans, LA

Bachelor of Science in Management, Major: Finance and Marketing, Minor: Psychology

May 2022

Overall GPA: 3.7/4.0 Business Major GPA: 3.6/4.0

- Distinguished Scholars Scholarship Recipient
- Tulane Honors Program
- Dean's List
- Samuel Lemberg Scholarship

EXPERIENCE

Gotham City Networking, Inc.

Spring 2020 – present

Content Development/Social Media Intern

- Work closely with company's digital media strategist to enhance Gotham's social media presence to gain more recognition
- Execute social media calendars for LinkedIn, Facebook and Twitter posts to increase weekly impressions and meeting attendance

BrainLit North America

Fall 2019

Market Research Intern

- Monitored market conditions and competitor activity by mapping out key stakeholders, facilities, suppliers
- Utilized Microsoft Excel to create an intensive market research template

Jessica Klein eCommerce and Online Marketing Consulting

Summer 2019 – September 2019

Digital Marketing Consultant Intern

- Created and executed site optimization to increase site traffic and generate new business within the client's market
- Audited clients' marketing strategies and assisted with maximizing their presence online through competitor analyses
- Analyzed engagement by using Google Analytics to track success of sites
- Targeted, designed and monitored email campaign launches and managed email service provider
- Collaborated with consultant to re-design websites and re-launches

Peretz, Resnick, Mitgang & Marcus, LLP

Summer 2018

Accounting Summer Intern

- Managed and supervised other interns to implement recordkeeping retention program for business financial documents
- Assisted staff accountants with preparing spreadsheets, formatting data and providing summaries
- Developed and implemented various office procedures with a focus on increasing productivity and accountability

LEADERSHIP AND COMMUNITY SERVICE

MoneyGirls

Summer 2020 – present

Campus Strategist

- Implement campus outreach programs and social media campaigns aimed at helping young women negotiate finances
- Promote the understanding of finances by formulating weekly questions about personal financials for MoneyGirls to share answers in weekly newsletter
- Collaborate with ambitious colleagues on strategies to become financially independent

Tulane University

Spring 2019 – Fall 2019

Behavioral Psychology Research Assistant to Professor Murray

- Researched and drafted memoranda concerning evolutionary psychology
- Organized the distribution and collection of participant questionnaires in a laboratory setting
- Recruited and administered surveys to participants in an off-campus environment using interview-style methods
- Managed relationships by liaising between participants, Graduate Students and Professor Murray in conducting experiments

Best Buddies

Fall 2018 – present

Treasurer and Volunteer

- Monitor financial resources and prepare chapter budget
- Foster friendship with an adult "Buddy" with intellectual and developmental disabilities through club-held activities and one-on-one meetups
- Communicate with "Buddy" on a daily basis to encourage development of a social relationship