

ALEX GITKIN

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EDUCATION

DUKE UNIVERSITY, The Fuqua School of Business <i>Master of Business Administration, Concentration in Corporate Finance</i> GPA: 3.8/4.0; GMAT: 710; Certificate in Management Science and Technology Management (MSTeM); Active member of Finance and Net Impact Clubs.	Durham, NC May 2022
UNIVERSITY OF MICHIGAN, Stephen M. Ross School of Business <i>Bachelor of Business Administration</i> GPA: 3.7/4.0; Graduated with High Distinction; Peer Advisor for Academic Advising department.	Ann Arbor, MI May 2019
UNIVERSITY OF MICHIGAN, School of Kinesiology <i>Bachelor of Arts, Sport Management</i> GPA: 3.9/4.0; Graduated with Distinction; President of Kinesiology Student Government; Student Manager for Men's Basketball Team.	Ann Arbor, MI May 2019

EXPERIENCE

Roc Nation <i>Sales Manager</i> <ul style="list-style-type: none">Analyzed and presented partnership opportunities for priority artists with Fortune 500 companies resulting in over \$30 million of contractual brand partnerships for talent and company.Managed five cross-functional teams, including sales, digital, and management representatives, to fulfill completed contracts and ensure successful activations for both artists and partner.Closed brand partnership agreements for six priority artists – including Alicia Keys, JAY-Z, and Meek Mill – contributing to team sales target of \$90 million.Identified Roc Nation's value proposition for company presentations, leading to clear brand identity, sponsorship agreements, and prospective leads.	New York, NY 2020
Orion Worldwide <i>Assistant Negotiator</i> <ul style="list-style-type: none">Evaluated weekly tracking figures for seven clients' advertisements to ensure all deliverables were fully executed in accordance with signed contracts.Analyzed prospective clients' profitability using historical metrics for senior management to determine value of potential relationships.Created database with ten years of historical CPMs for use during negotiations with cable networks in order to optimize offers and finalize contracts.	New York, NY 2019
A.T. Kearney Consulting <i>Research and Insights Intern</i> <ul style="list-style-type: none">Led a team of MBA students on real estate optimization engagement, uncovering over \$5 million in potential annual savings through rightsizing and work-from-home solutions.Assessed company's US real estate portfolio consisting of 65 office locations to uncover inefficiencies and establish ways to increase profitability and transparency, such as hiring a real estate management company to oversee operations.Developed two case study examples to demonstrate the impact of rightsizing solutions, culminating in a presentation to the Chief Human Resources and Procurement Officers.	Ann Arbor, MI 2018

ADDITIONAL INFORMATION

Community Involvement: Mentor for University of Michigan Sport Management and Duke University undergraduate students.
Hobbies: Member of Fuqua Hoops, Fuqua Golf Club, and Fuqua Beer Club; pickle maker; NYT crossword puzzle enthusiast.
Claim to Fame: Creator of Zingerman's Delicatessen's #64, "Gitkin's Chicken Rendition," the deli's highest-grossing "Sandwich of the Month" of all-time.