

ALEXANDER KIRBY, MBA

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PROFESSIONAL EXPERIENCE

Angel Oak Nursery, Charleston, SC

June 2015-Present

~retail site for two local plant nurseries; focus in design, horticulture education, and retail.

General Manager

- Increased our design and rendering options for customers which added 20 new projects 2023
- Expanded into the private sector gaining new 2023 contracts and increasing revenues \$30k
- Tripled Labor production and revenue from 2021-2023 with 50% increases year over year, without raising prices.
- Implemented sales increases of 50% from 2021-2024 though expanded product offerings, larger capacity to handle more clients, and our ability to operate as our own freight provider.
- Expanded 2023-2024 revenues by \$12 through preventing \$5k in loss 2023-2024 by developing in home operations and scheduling for repotting, plant care, watering schedule, and weather adjustment.
- Lead sales increases of 17% 2016-2019 through marketing and breaking down traditional seasonal barriers.
 - Nurseries and Landscape companies in the South tend to make most of their revenue between April and June, then September and October. Through shortening lead times, developing professional relationships with contractors, and marketing our capacity, we were able to win bids which provided us work in the slower months and discovered revenue the company never had access to previously.
- Grew our partnerships to large contracting companies, increasing revenues by \$75k per year 2017-2020.
- Negotiate contracts for large projects and provide on-site consultation ranging from \$5k to \$35k.
 - Provided entry the commercial landscape design segment where we service with better quality and lower costs than our competitors.
 - Increased operational overall efficiency and cut many lead times by half
 - Decreased lead times allowed for more projects and ultimately sales increases up to 70%
- Acquired Specialized shovels from ERA Group in Montreal to become the only North American retailer
 - Negotiated cost and freight in order to sell retail for \$30 less than their past endeavors
 - Increased potential revenue by \$8k with a gross profit of \$6k
- Coordinate and schedule deliveries and large landscaping projects ranging from \$1k to \$35k.
- Design Landscapes and manage all labor; restructured our labor process to be more efficient & increase sales.
- Developed a digital presence and pushed more marketing which brought ~300 new unique viewers per month.
- Repositioned into the go to local nursery through expanding our supply to suit all needs in our segments
 - We now offer indoor plants, floral arrangements, potted material, specialized tools, and fertilizers

TheBlaze, Mercury Radio Arts Dallas, TX & NYC

Oct 2012-May 2015

~Multimedia Production Company (currently "TheBlaze Media" after merger with CRTV)

Television Producer - Head of Research (Oct 2014-May 2015) promotion

- Produced weekly programs while creating other vignettes, promotions, and *Over The Top* content to capture new audiences and subscribers: vimeo.com/xanderkirby
- Managed entire production processes from storyboarding to creative design, typography, field shoots, and edit.
- Managed and planned field shoots for original content and programming.
 - Independent documentaries required filming outside the studios. I planned and managed all the logistics from team development, writing scripts, & booking to account for hour and wage limitations.
 - Teams included camera operators, graphic designers, video editors, and producers - ranged from 3-7.
- Developed all research and briefings of high-profile guests, most notable Peter Theil.
- Lead teams in the development of a mini-documentary web series, "My Story" highlighting real life stories of personal triumph, achievement, and selflessness - notable athletes include David Vabora & Picabo Street.
- Conducted long-form historical research projects to provide unique, educational content.

Executive Assistant to Glenn Beck (Jan 2013-Oct 2014) promotion

- Maintained high profile professional relationships with a variety of clients and service providers, most notable - Sean Hannity, Ted Cruz, Donald Trump, and Simon Sinek.

- Developed and managed Mr. Beck's daily schedules.
- Planned, budgeted, and coordinated all business and personal travel.
- Brokered deals with executive transportation and private jet companies for business and personal use.
- Chartered private jets and managed all accommodations.
- Coordinated with and worked efficiently and closely with top-level security teams, including Gavin De Becker.
- Handled sensitive, private, and *classified* information of the Company and Glenn Beck.

Editorial Assistant - Researcher - NYC (Sep 2012-Dec 2012)

- Lead research for two of the senior editors, Billy Hallowell and Tiffany Gabbay.
 - Worked directly under the Managing Editor, Glenn Hall, now Global Chief Editor at the WSJ.
 - Utilized Google Analytics to track the success and improvement of editors and their stories.
 - Formulated analytics into presentations & strategy to guide editors towards more views and successful articles.
 - Authored two of individual opinion pieces focused on issues related to the younger, millennial audience.
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EDUCATION

College of Charleston, Charleston, SC **June, 2020**
Master of Business Administration (MBA), Marketing
 Beta Gamma Sigma - International Business Honors Society

College of Charleston, Charleston, SC **May, 2012**

- **Bachelor of Arts, History**, West Africa Economic History focus
- **Bachelor of Arts, Political Science**, Theory, Foreign Policy, and Middle East Politics focuses
- Phi Alpha Theta - History Honors Society, President
- Omicron Delta Kappa - Honors Leadership Society, Co-founder & President

OTHER, CERTIFICATIONS, & PERSONAL

- BB&T Emergent Leader Certified, Fall/2019 | ERP - SAP trained | Excel Specialist | Film and Digital Photography | NASBITE Certified Global Business Professional trained | IBM-SPSS | Adobe Premier | Videography | INEWS | Strategy | Behavioral Psychology | Strategic Team Building | International Consulting Project Lead -Soda Stream |
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KNIGHTS OF COLUMBUS

- SC State Director of Evangelization and Faith Formation present
- SC State Directory of Young Adult Outreach present
- Chancellor, Council 704 present

HOLY CITY COLLECTIVE

- Since 2017 I created and run two Men's League Hockey teams designed to provide men with community, purpose, release, and support
- Through this initiative we work to partner with local businesses, support local charities, and work to develop our Charleston Youth Hockey program.
- Raise and donated ~\$3,500 to local charities including suicide prevention, the Ronald McDonald House, and school resources for underprivileged children.
- Utilize photography and sport to market local businesses and charities. Currently working within local Knights of Columbus councils in Charleston, SC

REFERENCES

Betsy Morgan

Former CEO, Huffington Post & TheBlaze
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[Betsy Morgan | LinkedIn](#)

Ruben Leja

Operations Strategist & Continuous Improvement Expert, Parallon
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Rafael Tiexiera

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KNIGHTS OF COLUMBUS

Member Council 704, Charleston, SC

January 2024-Present

Chancellor, 3rd in charge

June 2024 - Present

Redefining our approach to member ship in terms of recruiting, retainment, and reaching out to new members

Volunteer Coordinator, Turkey Day Run

June 2024 - Present

Member Council 17760, Charleston, SC

November 2022-January 2024

Advocate

July 2023 - Present

- Educated officers on more proper ways to conduct meetings for the sake of timeliness, structure, and flow
- Influenced the officer corps to go back to more traditional practices in order to bring back professionalism
 - This includes: wearing medals, utilizing the gavel, respecting the time frame
- Educated members and officers on proper timelines, who to contact, and when to bring up topics at meetings
- Effectively encouraging and helping superiors to develop a calendar of events, utilize the distribution of the minutes, and know the bylaw codes on how to vote on financial matters.
- Successfully used points of order to prevent improper voting and spending of finances.

Before and while serving as Advocate

- Took over a fledgling young adult program at the direction of the pastor and under the supervision of the knights
- Grew the program from a core of 12 members to 42 member average attendance and core of 60+ adults
- Connected members to the wider community through the knights, women's group, and St Vincent De Paul
- Developed a mentorship initiative where two members were actively being helped with their livelihood
- Brought about ten knights to our council, most of which are active members looking to be more involved
- Threw formation and faith events for the whole parish with attendance over 70 parishioners
- Developed a group of volunteers who were able to take upon themselves the running of our program
- Created connections with other parishes and groups in order to build partnerships in reaching growth goals
- Helped influence the start of two Bible study groups at other parishes in the deanery of Charleston
- Took over the website and social media roles for knights council 17760
 - Includes building out the website, getting a social media presence, and increasing traffic
- Created a partnership with TAN books where we get discounts and potential reimbursement if we sell more
- Created a venmo account which allowed us to engage more young adults, collect ticket sales, and move cash
- Sponsored two hockey teams with our Assistant General Agent in order to more effectively evangelize

State Evangelism and Faith Formation / Young Adult Outreach

August 2023 - Present

Established COR on behalf of Supreme and our State Deputy Jeff Crouch

- Coached Grand Knights and local EFFs on the mission of COR and how to conduct through their councils
- Strategized with GKs and EFFs regarding how to market COR within their parishes
- Strategized with GKS and EFFs on how to navigate their own trials in order to gain council buy in
- Established our goal of ten councils to start COR
- Developed a set of advertisement and marketing tools to educate DDs and GKs on COR's identity and purpose
- Developing a plan to further market the message of COR to our 64 councils
- Written a draft thesis to explore the definition and proper understanding of the "young adult" demographic
- Working to tailor the draft thesis into a manual for use within SC Knights Councils
- Developing a marketing campaign to sell the knights to the younger demographic, most of whom are unaware