

ALEXANDER KIRBY

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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

- 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
- Lead sales increase of 17% the last three years 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.
- Expanded our partnerships to large Contracting companies, increasing revenues by \$75k per year
- 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%
- 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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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

REFERENCES

James Kindley

Former VP Marketing Dickies & Bissel
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Betsy Morgan

Former CEO, Huffington Post & TheBlaze
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