

Alexander McAllister Andrews, Jr.

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Education

Carnegie Mellon University; Pittsburgh, PA

Master of Entertainment Industry Management, May 2011

- Organizational Management
- Applied Economic Analysis

- Creative Enterprises: For-Profit Systems and Structures
- Human Resource Management in Creative Enterprises

Bachelor of Science in Decision Sciences, May 2009

- Decision Analysis and Decision Support Systems (TA)
- Empirical Research Methods

- Behavioral Decision Making & Behavioral Economics
 - Supply Chain Analysis & Modeling
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Employment Experience

NBC Universal - Saturday Night Live: Production Intern

New York City, New York; August - December 2008

- Observed and participated in the production of 14 live performances including 4 Political Primetime Specials
- Took director's notes, acted as a lighting stand in, and observed the production of 14 digital shorts
- Managed a post-production database that archives shows, sketches, and show details
- Observed commercial placement from Studio 6H during live broadcast

Engauge: Behavioral Insight Intern

Columbus, OH; May - August 2008

- Learned to develop a "Connection Point" by combining brand essence and consumer insight creating advertisement strategies
- Actively assisted with KRAFT, Glory Foods, and Dove Ice Cream advertising strategy analysis
- Participated with video, survey, and observational ethnography; detailing, coding, and organizing consumer responses

AT&T: Marketing and Research Intern

New Haven, CT; May - August 2007

- Worked under the Vice President and Director of Marketing at AT&T East
- Researched and developed marketing strategies for College Students and Senior Citizen demographics for Q1 and Q2 of 2008
- Worked with the U-Verse Pilot Pen Tennis Tournament, Homezone promotions, and "bundle creations"
- Gained experience managing and observing 200-person call centers

ms consultants, inc: Marketing, Production & Human Resources Intern

Westerville, OH; May - August 2006

- Wrote, produced, and directed promotional and employee videos
 - Assisted in redefining and redesigning company website
 - Developed a photography program, capturing over 300 employee portraits
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Executive Producer & Creator

The Carnegie Mellon University Variety Hour

- Established a student organization dedicated to creating a multimedia format for campus entertainment
- Produced shows ranging from hour-long Hi-Definition television shows to live performances
- Combined local resources with a 40-person production team, including 22 cast members, 12 technicians, and 6 writers
- Developed a unique pipeline to ensure a polished and well organized production with constant reevaluation and iterations

Acoustic Waves: Pittsburgh (I, II, IV, VI) & Columbus (III & V)

- Established a recurring charity concert in Pittsburgh, PA & Columbus, OH
- Enlisted, in total, over 30 musicians ranging from alternative to contemporary rock
- Raised over \$10,000 for charity organizations (Laps for Life, MSA & Doctors without Borders)

Joe the Art of Talent: New York

- Produced a charity concert raising money for Coffee Kids with 8 acts including rock, electronic and acoustic music
 - Sold out performance at HERE Arts Center in the Lower East Side of Manhattan
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Technical Skills

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|------------------|------------------------|---------------------|---------------|
| • Precision Tree | • Microsoft Word | • Final Cut Pro | • Dreamweaver |
| • @RISK | • Microsoft Excel | • Adobe Photoshop | • Mac/PC |
| • MiniTab | • Microsoft Powerpoint | • Adobe Illustrator | • Java/HTML |