

# ALEXANDER SMITH

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## SELECTED EXPERIENCE

### **Copenhagen Distillery**

**Copenhagen**

*Internal Processes & Company Communications*

*December 2018 – August 2020*

- Management — Created company communications structure. Roadmapped business organizational functionality. Documented and instituted operating procedures. Created standardised technical documentation.
- External communications — Marketing, inc. strategy. Press releases. E-commerce. Advertisements. Product copy.
- Internal communications — Created firm-wide data library. Communications identity guides. Sales training material.
- Graphic design — Sales and promotional material, conforming to existing brand identity.
- Market development — Organised and executed promotional events. Presentations to stakeholder partners and internally.

### **Barr — a Noma Group business**

**Copenhagen**

*Management, Processes & Products*

*May 2017 – November 2017*

- Management — Structured and optimised complex workflows for maximum efficiency. Automated administrative work.
- Stakeholder Relationships — With investors and executive leadership to execute projects, and with numerous customers.
- Communication — Aligned team on consistently conveying the brand's identity. Trained team how to build relationships.
- Leadership — Assembled and led Noma's first ever 'bar'-focused team, 20+ personnel, coordinating their various skill sets.
- Organisation — Administered the venture logistics using Excel spreadsheet databases to track inventory, costs, and profits.

### **Aker Solutions ASA**

**Stockton, United Kingdom**

*Deputy Project Manager*

*April 2011 – October 2012*

- Project Planning — Planning, scheduling, administration, and document control, for multiple simultaneous projects.
- Technical Writing — Briefs, proposals, reports, procedures. With experts, rewrote engineering documentation for clarity.

## EDUCATION

### **Copenhagen Business School**

**Frederiksberg**

*Bachelor of Science in International Business and Politics – GPA thus far: 10.37 (U.S. equiv. 3.750)*

*September 2021 – ongoing*

- Extensive writing on various topics with concise and persuasive explanatory prose — organization and management, politics, political economy, economics, political and social philosophy, accounting, and finance and investment.
- Board membership — administrative board for the bachelor program, negotiating future directions and improvements.
- Research and critical analysis — including qualitative studies, building understanding through interviews and observation.

### **University of Leeds – 'York St. John' college, York**

**York, United Kingdom**

*Bachelor of Arts (Honors) in Film and Television – Upper Second-Class Honors (2:1)*

*September 2006 – July 2009*

- Communication — Concise, effective writing. Pitching and persuasion. Narratives and project planning. Creative writing. Relationship-building. Driving stakeholder investment in projects. Structuring and sequencing information.
- Management — Writing to inform, direct, document, and administrate. Project conception, planning, and execution. Retrospective analysis for iterative improvement. Directing multi-disciplinary teams to follow shared visions.

## COMPETENCIES & PERSONAL INFORMATION

*Languages:* Native English; U.K. native, mostly writing U.S. English. Conversational Danish.

*I.T.:* MS Office Suite; highly skilled in Excel, Word, PowerPoint. Management software: Asana ('Ambassador' expertise), Trello, Miro. Visual design, e.g. Photoshop, Illustrator, Figma, Premiere. Analytics: Google Analytics, SendGrid. Setup and administering Google Workspace suite for firm-wide adoptions.

*Programming:* R, HTML, CSS, JavaScript, XML, Python, Git.

*Misc. Skills:* Graphic design, photography and cinematography, video and sound editing. Musical composition.

*LinkedIn:* <https://www.linkedin.com/in/alexander-smith-cph/>