**Alexandra Buchanan** [www.linkedin.com/in/alexandrabuchanan1](http://www.linkedin.com/in/alexandrabuchanan1)

5 Old Tavern Road Newtown • CT 06470 • (203) 984-8970 • [albuchanan@fordham.edu](mailto:albuchanan@fordham.edu)

**Goal: Business Management**

MBA candidate with experience in financial services, team leadership and small scale marketing campaigns. Established record of client acquisition and implementing retirement strategies.

**Able to:**

* Successfully build and maintain a client base through strong working relationships and trust
* Enhance the customer experience through efficient and analytical retirement planning processes
* Effectively create and implement low cost marketing campaigns that drive results

**Education**

**University of Connecticut School of Business** Graduate Business Learning Center Hartford, CT

*Master of Business Administration* (MBA) May 2018

**Fordham University** Bronx, NY

*Bachelor of Arts*in Communications (concentration in PR and Marketing) and Anthropology 2010

* GPA: Overall 3.45 (Dean’s List for the final year)
  + Within Majors: Communications 3.6, Anthropology 3.8
* Study Abroad: Rome, Spring 2009

**Experience**

**New York Life,** Stratford, CT December 2014 to August 2016

*Agent - Financial services; Licensed Life, Accident and Health Insurance agent*

* Developed and implemented retirement/protection strategies based on each client’s individual needs and goals using a wide variety of financial vehicles including life insurance, long term care, disability insurance and annuities
* Work closely with clients and small businesses to analyze the level of protection needed from insurance vehicles
* Analyze client portfolios to ensure they balance the right levels of return, risk, and tax efficiency and recommend alternatives where appropriate
* Develop strong working relationships with current and future clients, established the trust and communication needed to deliver on client needs
* Significant social media experience focused on marketing and networking

**Restaurant Experience**

*Manager, Bartender, Waitress -* **My Place Restaurant,** Newtown, CT July 2011 to Present

*Hostess and Office Assistant -* **Sal e Pepe Restaurant,** Newtown, CT August 2010 to July 2011

**ASCAP Foundation,** New York, NY February to May 2010

*Internship* **-** Grant research and proposal writing

* Wrote scholarship recipient profiles for website; managed scholarship application process
* Researched potential donors, and compiled customized donor communication kits; Monitored media activity and directed appropriate media to potential donors

**Fordham Bedford Children Services,** Bronx, NY October 2009 to April 2010

*Internship* ***-*** Assistant to Director of Programs

* Created and delivered new College Access Workshop for high school students

**PSJ, Fordham University,** Bronx, NY September 2007 to May 2010

*Student Club Member/Media Coordinator*

* Ran a successful campaign to bring in a new contractor for campus security guards
* Media Coordinator for a number of events during this campaign, which included contacting various local media outlets, sending press releases, planning events, and acting as spokesperson

**Civic Activities**

**Volunteer for The Resiliency Center of Newtown** September 2013 to Present

* Social Media and Communications consultant - created and moderate Facebook account, write press releases, contact media outlets
* Gala Committee, Vice-Chair - acquire and curate auction items, recruit donors, plan and organize day-of schedule, creating and implementing an extensive marketing and media relations plan which included radio spots, digital and print media articles, social media spotlights and event marketing

**Rome Volunteer** January 2009 to May 2009

• During study abroad semester, volunteered weekly at a Vatican run soup kitchen