

Alex Roustamin

(492) 749-5855 • Alexandria.L.Roustamin@gmail.com • LinkedIn.com/in/Alex.L.Roustamin

EDUCATION

Bachelor of Science in Marketing, Minor in Leadership & Management

May 2025

Jon M. Huntsman School of Business, Utah State University (USU)

Logan, UT

- **3.75 GPA**
- Member, Huntsman Scholar Program (Business Honors)
- Recipient, Regents Scholarship, Merit Scholarship
- Relevant Coursework: Promotional Strategy, Consumer Behavior, Digital Marketing, & Data-Driven Decision Making

PROJECTS

- Conducted market research in a group of 4 to identify aspects of a successful brand identity in the apparel industry

WORK EXPERIENCE

Marketing Intern

Sep 2020 – Present

USU Athletics

Logan, UT

- Collaborate on a team of 15 interns to create, organize, and lead halftime and timeout media-based crowd activities
- Organize records, create sign up lists, and coordinate events for Junior Aggies
- Utilize show technology such as lightboards, backends, and music playlists to create a fun and entertaining environment for athletic event attendees

Crew Member

Jan 2019 – May 2020

Papa Murphy's

Logan, UT

- Trained over 10 new employees on efficient food handling procedures, health and safety standards, and creating a welcoming environment for customers, ensuring a high-quality customer experience
- Coordinated with 12 team members to ensure accurate and efficient delivery of client orders
- Completed client transactions through the phone and drive-through, entering food orders accurately into restaurant system and handling money by providing appropriate change to client as needed

LEADERSHIP & SERVICE

Member

Sep 2020 – Present

Huntsman Marketing Association, Huntsman School of Business USU

Logan, UT

- Compete in local and national case competitions on teams of 3-5 to create cohesive marketing plans, awarded 2nd place by developing marketing and distribution strategies for a small business based on market research
- Participate in professional development activities such as workshops by experts in the field and marketing-based projects

Women in Athletics Council Member

Sep 2020 – May 2021

The HURD, USU

Logan, UT

- Assisted in organizing social events such as tailgates, watch parties, and other evening events to promote pride for USU athletic events
- Created graphics using Canva and promoted events on personal social media accounts (e.g., Facebook, Instagram) to increase female student participation and representation in sports

Full-Time Volunteer

Apr 2018 – Apr 2020

Religious Organization

Pittsburg, PA

- Mentored and trained 30+ volunteers on leadership topics such as communicating across differences, goal setting, and relationship building

SKILLS, CERTIFICATIONS, & INTERESTS

- Fluent in conversational American Sign Language
- Proficient in MS Excel, MS PowerPoint, Google Workspace, Canva, & Adobe Photoshop
- Familiar with Adobe Illustrator, Python, & SQL
- MS Excel Associate Certification, 2021
- Google AdWords Certification, 2021
- Google Analytics Certification, In Progress
- Interests include trail running (Logan Peak Trail Run Racer, 2019) and baking (recently baked a 5-tier black forest cake)