

alece inez oxendine

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education

columbia university in the city of new york
master's of arts (m.a.), film studies

winston-salem state university (magna cum laude)
bachelor's of arts (b.a.), english and communications

skills

adaptable and fast learner, highly motivated self-starter, detailed oriented, experience working in small dedicated teams and with team members from all levels, both internally and externally, developed brand strategy, business development and legal affairs, excellent communication skills built over the course of 7 years, 5 years experience in a fast-paced environment, ability to juggle multiple goals at once, deadline driven, implementing agile project management tools to solve problems of the project management department, research and develop ideas for marketing goals, innovate creative marketing strategies to achieve sales goals, developed analytical skills in testing, proven track record of leadership at each organization, in-depth industry knowledge, competitive personality, passionate about the entertainment industry, and the film industry, future studio executive, proactive working style, self-motivated, proven effective verbal communications skills, love for indie film, digital distribution expert

work experience

senior manager, partner development at distribber / godigital, inc. | 2016—2017

- manage strategic relationships with existing svod, tvod, cable vod, ivod, and avod partners for the self-distribution company
- seek out strategic partnerships with future vod partners at festivals, conferences, tv and film markets.
- review and execute legal documents and manage deal flow and negotiation— successfully closing deals with major platforms hulu, fandangoNOW, showtime, christian cinema, and more.
- merchandise and market content for prime placement on video on demand platforms itunes, vudu, google play, dish, indemand, and others while encouraging dynamic pricing for
- ensure 100% customer satisfaction through project management by providing an end-to-end solution for distributors and sales agent
- work with production companies and mini-major studios to ensure smooth deliveries to netflix, hulu, itunes, and other premium streaming platforms.
- enhance executive team's productivity through introducing concept of accountabilities, deadlines, and budget tracking
- create decks and presentations on behalf of the ceo to present at conferences and festivals
- represent the company at cannes film festival, toronto international film festival, south by southwest, sundance film festival, and other top tier film festivals
- increase organizational effectiveness and productivity
- work with acquisition teams at various OTT platforms

social media marketing manager and audience development manager at fandor | 2014—2016

- promote fandor's content across social media platforms outperforming monthly benchmarks of 3% engagement rates
- increased overall social presence over one-third from 2014 to 2015 through effective video promotion strategy
- doubled subscription base over the course of a year through dynamic promotional video ad creation
- accountable for developing and executing a bold social branding strategy
- utilize data findings to inform marketing decisions and overall campaigns

outreach and development manager at rooftop films | 2012—2013

- chiefly responsible for selling out an average of 80% of the 40 shows in 2012 and 2013 through digital marketing efforts
- spearheaded annual donation drive raising over \$80,000 over the course of a year
- developed and maintained strategic partnerships with key players in the indie film industry.
- manage phone sheets and calls for upper management

marketing assistant at bamcinématek | 2011—2012

- developed and executed effective marketing promotional plans for the yearlong film series by working collaboratively with internal departments

administrative assistant at film society of lincoln center | 2009—2011

- managed red-carpet screening check-ins
- wrangled filmmakers and talent for q&as at new york film festival
- assisted in all clerical needs of programming department, including but not limited to expense reports, tracking a heavy volume of emails and requests, and organized domestic and international travel for world renowned talent