

# Alexandra McCardell

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## SUMMARY

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Creative and solution-driven professional with 10+ years of demonstrated success in administrative support and project coordination seeking to put those skills to use in the music industry. Expertise includes operations management, client relations, and strategic planning. Proven track record of collaborating with diverse teams and exceeding performance targets while promoting a positive culture in fast-paced work environments. Adept at cultivating relationships with team members and multilevel stakeholders to drive organizational growth.

## PROFESSIONAL EXPERIENCE

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Red Light Management | Los Angeles, CA 08/2023 – 12/2023

### **Artist Management Intern**

- Created background checks on artists consisting of biography, label, management, highest streamed songs & monthly listeners
- Took notes during meetings between artists and management teams
- Summarized trending news in music articles for artist managers
- Researched press outlets for upcoming releases
- Attended a variety of seminars presented by managers, employees and other music industry professionals

1520 Vision | Los Angeles, CA 07/2023 – 09/2023

### **Music Industry Extern**

- Learned how to network and connect with industry professionals
- Proposed artist offer letters that an agent would send to an artist/artist team on their roster
- Created pitches towards upcoming artists to work as their manager or on their management team

Wedbush Securities | Los Angeles, CA 02/2020 – Present

### **Administrative Assistant**

- Provided daily administrative support for 10+ offices across the US—reporting directly to the Department Manager
- Implemented and adopted new policies and procedures to ensure continued operations in response to COVID-19
- Managed a database of clients, ensuring accurate profiles, communications, and documentation while adhering to confidentiality
- Communicated with Financial Advisors and Branch Managers to resolve inquiries regarding accounts and documents

OCDesignsOnline | Marmora, NJ 04/2012 – 12/2019

### **Project Manager; Junior Designer**

- Served as primary point of contact for clients on web design projects—assessing scope and requirements of each project
- Oversaw web design and adjustments for an average of 100+ projects of year, in collaboration with 8 team members
- Cultivated relationships with client stakeholders to ensure streamlined communication and quality of services rendered
- Increased revenue through designing websites, promotional web banners, postcards, and magazine advertisements
- Reduced costs by 20%, utilizing Adobe Photoshop to implement design adjustments instead of delegating to external designers
- Streamlined productivity by taking on a larger role—enabling expansion of client caseload and newly hired staff

## VOLUNTEER EXPERIENCE

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Guild of Music Supervisors | Los Angeles, CA 09/2022 – Present

### **Volunteer**

## EDUCATION & CERTIFICATIONS

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1500 Sound Academy 2023

### **Certificate, Music & Industry Fundamentals**

Stockton University 2009

### **Bachelor of Science: Biology**