

James Birge

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CAREER OBJECTIVE

Hardworking and knowledgeable university graduate looking for a role within luxury brands, marketing, apparel, digital content and journalism. I am seeking an entry-level position with the ambition to advance and grow within the organization. I cannot wait to bring my passion for marketing and media as well as my eye for details to a company open to utilizing my skills.

EDUCATION

University of Miami

Coral Gables, Florida

Bachelor of Science in Communications

December 2023

Major: Media Management Minor: Marketing Awards: Dean's List

Relevant Coursework: Luxury Marketing, Media Research & Analysis, Writing for the Digital Age, Visual Design, Managing Success in a Global Environment, Media Sales, Media Programming, Professional Selling, Communication Law & Policy.

EXPERIENCE

Content and Website Manager – Dr. Barrie Birge Psychotherapy: Litchfield, CT July 2024 to Present

- Writing, directing, shooting and editing all short form content videos that appear on Dr. Barrie Birge social media accounts.
- Creating and managing accounts, using analytics and promotional features to develop strategies in order to push videos to a wider audience
- Assisted in designing a new website for Dr. Barrie Birge Psychotherapy that can be used for clients to set up therapy and coaching appointments, connect directly with Dr. Birge and find resources and recommendations of books regarding psychology and other similar topics

Production Assistant: Intern – Mob Scene: Los Angeles, CA

June 2023 to July 2023

Mob Scene is an award-winning entertainment advertising and production company. They create and produce content such as original pieces, social and digital ads, trailers and more for their clients.

- Assisted in producing and reviewing updated versions of company projects.
- Worked with production and filming staff at shoots for Disney and Lightstorm Entertainment
- Worked with production staff and editing staff to help perfect promotional pieces for *Strays*, *Avatar*, *Barbie*, *True Lies* and *The Last Voyage of the Demeter*
- Spearheaded efforts to digitize and organize Mob Scene's massive library of works.

Fashion and Luxury Marketing Program – Florence, ITA

May 2023 to June 2023

- Gained first-hand experience with luxury Italian brands as they relate to marketing strategy.
- Presented research paper and PowerPoint on the branding implications of the electrification of Italian luxury supercar manufacturers.

Market Analysis and Web Design: Intern - Mobilion Ventures: Tel Aviv, IL

May 2022 to July 2022

Mobilion Ventures is the venture capital arm of the Zbeda Group, the leading automotive parts distributor in Israel. Mobilion Ventures specializes in early investing for smart mobility startups.

- Attended and participated in prospecting meetings with startups looking for investors.
- Consulted and assisted in redesigning and optimizing Mobilion VC's website.
- Identified and analyzed smart mobility startup companies at international conventions and in Israel.

SKILLS

Technical Skills: Microsoft and Google Suites, Wix, Adobe Illustrator, Lightroom, Photoshop, Audition; Instagram, LinkedIn, Snapchat, YouTube, Twitch, Facebook, and TikTok analytics.