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## ABOUT ME

> “Doing what you like is freedom. Liking what you do is happiness.”


alexwain.com

twitter.com/alexwain

alexwain@gmail.com


Social media fanatic, passionate blogger, pop culture addict & lover of good web design.

My career to date has been a rich & unique mix of online expertise & entertainment industry experience spanning 9 years across music, print + online.

## EXPERIENCE

### 1 Digital Strategy & Social Media

**Cancer Council NSW**

Create the strategic vision & ecosystem for all online properties. Implement the latest technologies & best practices across key digital assets. Internal education & social media development.

September 2010 - Present

### 2 Social Media Marketing Manager

**MySpace.com / Fox Interactive Media**

Developing & executing a clearly defined strategy that generates interaction & viral distribution of content, promotions, product & marketing initiatives across social media & the web.

June 2010 - September (4 months)

### 3 Senior Content Editor AU / NZ

**MySpace.com / Fox Interactive Media**

Constantly strive to drive change & innovation across marketing communities & lead with best practices for international teams. Secure highly anticipated & exclusive content for MySpace to increase engagement. Lead & manage its flow with content managers, across the MySpace AU & NZ region.

June 2009 - June 2010 (1 year)

### 4 Content Manager AU / NZ

**MySpace.com / Fox Interactive Media**

Coordinate and manage new content across designated channels for MySpace Australia and NZ. Work with content partners and affiliates on delivery of content for MySpace. Research pop culture trends to feed into MySpace programs and initiatives.

July 2006 - June 2009 (3 years)

### 5 Mobile Content Coordinator

**Soundbuzz.com**

Maintenance and quality of content across platforms such as Optus Mobile,BigPond Music & Sony Music. Graphic & web design for 3rd party clients including major record labels. Mobile content creation delivery & testing.

January 2005 - June 2006 (1 year 6 months)

### 6 Editorial & Advertising Assistant

**Rolling Stone Magazine / Next Media**

Coordination of editorial assets for marketing teams, confirming and securing content and availability of talent, guest review writer, events management and client relations.

January 2004 - September 2004 (9 months)

### 7 International Label Coordinator

**Universal Music Group Australia**

Marketing Coordinator for the Interscope label, which was responsible for 75% of Frontline marketing's annual turnover & home to acts such as Black Eyed Peas, Eminem & 50 Cent.

February 2003 - October 2003 (9 months)

## HIGHLIGHTS

+ Co-Founder of pop culture site So Bad So Good
+ Klout Score 60+ Social Media Broadcaster
+ Featured guest blogger as social media thought-leader
+ Video interviews news.com.au & Macquarie News
+ Former face of MySpace Australia for users & key media

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## WHAT OTHERS SAY

Alex is integral to our team. He's proactively managed technical issues and internal client relationships, whilst always being able to find solutions & develop programs in the online space we would have never thought possible.
**Manisha Amin**
Director Marketing & Comms, Cancer Council NSW

Alex has a rare combination of amazing creativity & a strong work ethic and diligence. I was constantly impressed with his energy level & his ability to think of innovative new ideas.
**Traci Tsai**
Director International Strategy & Operations MySpace

He invests every fibre of his being into whatever he sets his mind to, becoming a true brand ambassador and someone who can be relied on to make things happen. I have no doubt he would be a great asset to any team.
**Mark Bulgin**
Marketing Director, Fox Interactive Media

Alex is the most dedicated web professional I have come across - period. He lives & breathes the web, you can hear the passion in his voice each and every day.
**Ronan Mason**
Head of Digital at Universal Music Europe

He is creative, passionate and brings to his work an enviable flair. He has an ability to take an ordinary project, find the point of market interest & turn it into an institution.
**Joanna Cohen**
IGN Marketing & Rotten Tomatoes Editor

I have found him to be not only a man of great wit and clarity, but someone who can get things done.
**Daniel Nall**
Digital Product Manager, Ministry Of Sound

He has a brilliant eye for what people like and has an amazing ability to switch on to new trends - or revitalize old ones.
**Jesse Perez**
Entertainment Editor, Macquarie Radio Network

## TECHNICAL

| | |
|---|---|
| Adobe Photoshop | ☆☆☆☆ |
| Adobe Illustrator | ☆☆☆ |
| CMS | ☆☆☆☆ |
| iMovie | ☆☆☆ |
| Mac | ☆☆☆☆ |
| Microsoft Office | ☆☆☆☆ |
| Radian6 | ☆☆☆☆ |
| Wordpress | ☆☆☆☆ |

## FIND ME ON

| | |
|---|---|
| Official Site: | alexwain.com |
| Twitter: | twitter.com/alexwain |
| LinkedIn: | linkedin.com/alexwain |
| So Bad So Good: | sobadsogood.com |

## REFEREES

Sharon-May Tanous (worked under)
Head of Sales Operations at Fox Interactive Media

Matt Knight (worked with)
Project Manager, Soundbuzz

Joanna Cohen (worked with externally)
Communications Manager Student Lifecycle Management
University of Sydney