

# ALEX PRIEST

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## EXPERIENCE



**Nurx** | Head of Brand, Policy, and Communications

2018

Led PR through Series B funding, multi-state expansion, and PReP product launch; developed first strategy for corporate brand identity, policy, public relations, and internal communications.



**Uber** | Chief of Staff, Marketing

2016–2018

Managed all operations, recruiting, internal communications, organizational development, change management, strategy, and crisis response for the 200+ employee marketing team.



**Uber** | Digital Brand, Content, and Strategy Lead

2014–2016

Built first global social media, content marketing, and CRM teams (and accompanying strategy); spearheaded first corporate brand marketing and social responsibility initiatives.



**Uber** | Marketing Specialist, Pro Team

2013–2014

Scaled marketing and operations tactics and strategies to more than 100 countries; developed knowledge base for global operations teams; led first national and global marketing campaigns.



**Uber** | Senior Community Manager

2013

Recruited and managed 10-person team responsible for all marketing, communications, and customer support in the DC metropolitan area.



**Uber** | Community Manager

2011–2013

Helped launch Washington, DC, Uber's sixth market; managed all marketing, communications, support, grassroots efforts, design, business development, and events.



**GeniusRocket** | Director of Marketing

2011

As the first full-time marketing employee, crafted all marketing, communications, and brand strategy; designed testing, analytics, and measurement processes for inbound marketing.

## EDUCATION



**American University** | BSBA Marketing, BA Public Communications, Minor in Statistics

2007–2011

Graduated *summa cum laude*, GPA 3.95. Awarded President's Award (2011), Bruce Hughes Award (2011), Presidential Scholarship (2007–2011), Luchs Family Scholarship (2010), and Harry Wheaton Scholarship (2010).