

<b>ALEX COCHRAN</b>		<i>Ac.</i> est. 1987
<b>DIGITAL CREATOR &amp; ENTREPRENEUR</b>		
P: 703.209.1475	BASED IN LOS ANGELES, CA	

## WORK EXPERIENCE



**CO-FOUNDER**  
**Zipps**  
 Co-founded Zipps.com, an LA-based cannabis delivery service in 2021. I recently sold Zipps to my former employer, Grassdoor, in late 2022.  
**Skills:** *IP Acquisition, UI/UX, Growth Hacking*

**CREATIVE DIRECTOR**  
**Grassdoor**  
 I was the first Grassdoor employee and worked directly with the CEO on many creative and marketing initiatives that helped grow the company into the \$100M+ industry leader it is today.  
**Skills:** *Digital Marketing, Business Development & Strategy*

**SENIOR DESIGNER**  
**Cinearc**  
 Worked as a senior designer & producer for clients including Google, Volkswagen, & Sage. Providing a variety of creative services on a project by project basis.  
**Skills:** *Art Direction, Web Development, Graphic Design*

**GENERAL MANAGER**  
**Jet Hotel & Nightclub**  
 Responsible for doubling gross sales from \$1M to \$2M/year with minimal capital infusion. In charge of overseeing all marketing, P&L, talent buying & the day-to-day operations.  
**Skills:** *Property Management, Staffing, Negotiating*

**MARKETING DIRECTOR**  
**Collective 360**  
 Designed & co-produced over 200 concerts and events with a combined attendance of over 100k+. Worked directly with artists, managers, agents, promoters, venues & sponsors.  
**Skills:** *Event Design & Marketing, Talent Buying*

## EDUCATION

**BS IN MUSIC BUSINESS**  
**University of Colorado, CAM 2012**  
 Pianist/Drummer in CU's Jazz & Pop Rock Ensembles




## REFERENCES

**Josh Wood | Netflix**  
 Senior Media Coordinator  
 (970) 691.9663

**Patrick Toner | Apple**  
 Art Director  
 (323) 377.9647

**Zack Ein | Grassdoor**  
 CEO & Founder  
 (818) 585.5471

## ONLINE

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