

ALEXANDER JAE MITCHELL

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PROFILE

Battle-tested brand builder. Measurable success actualizing startups, products, and growth campaigns from conception and implementation through outstanding financial outcomes, across disparate industries. Strong practical backgrounds in software engineering, growth marketing, and product design enable informed management of high-performing teams.

EXPERIENCE

2016 – 2018

REVERBNATION, Raleigh-Durham, NC

Product Manager & Head of Audiokite at ReverbNation

- Worked with C-suite to define overall product strategy and prioritize major initiatives.
- Managed 2-3 product development teams to build and enhance products sitewide.
- Designed feature-level user story cards and prioritize tasks within product roadmap.
- Managed day-to-day maintenance of Audiokite Research product and brand.

2014 – 2016

AUDIOKITE RESEARCH, New York, NY

Founder & CEO

- Conceived and implemented market-leading research product for emerging music.
- Built product, raised seed and growth capital, oversaw 400% YOY revenue growth.
- Recruited and managed 8-member team, including 4 full time employees.
- Spread brand message in speaking engagements and pitch events at events worldwide.
- Acquired media clients including YouNow, ReverbNation, and LyricFind.
- Negotiated successful sale of business to ReverbNation.

2013 – 2015

CONSULTANT, New York, NY

Growth Marketing Consultant

- Led digital marketing efforts for instrument company Artiphon's Kickstarter campaign, resulting in \$1.3M in pledges.
- Led growth marketing for music discovery site BoomBox.FM, resulting in 50,000 new users.
- Built creative web experiences for Shady Records / Goliath Artists.
- Advised agency Reflex Group on microsites for Fortune 500 brands, including L'Oréal.

2011 – 2014

TESTING MOM, New York, NY

Head of Product

- Managed all product initiatives with 4-member product team, including development of interactive web and mobile games, practice materials, and website conversion optimization.
- Achieved high rates of paid membership growth (+1,200%) and revenue (+4,900%) growth.

2010 – 2013

HYPETREE, New York, NY

Co-Founder & CEO

- Built music discovery platform, founded company, raised seed capital (3-member team).
- Executed launch campaign resulting in 200,000 impressions in first week.
- Managed growth of 30,000-member community of emerging music fans.

SKILLS

Startup Process, Growth Marketing, Product Management, Marketing Management, Product Design UI/UX, Lean Startup, Agile/Scrum Methodology, JavaScript, PHP, MySQL, Database Design & Management, Linux/Unix Server Administration, Statistical Analysis, Conversion Optimization, Google Cloud, AWS, Sketch, Marketing Automation

SPEAKING ENGAGEMENTS

Georgetown University on behalf of Future Music Coalition, New York University for Mondo's inaugural conference, Taiwan Beats in Taipei on behalf Punchline Asia, General Assembly for BrandX Music Group, Music Business Association, NY Music Tech Meetup, Digital Music NY, SF MusicTech Conference (winner, Innovators Challenge), SXSW Startup Showcase, SXSW V2Venture, Canadian Music Week Startup LaunchPad, Startup Riot Atlanta

EDUCATION

FORDHAM UNIVERSITY, Fordham College at Lincoln Center, New York, NY

Bachelor of Arts in Communications, Minor in Music, May 2012.

THE JUILLIARD SCHOOL, Evening Division, New York, NY
No Degree, Scoring to Picture, 2011.

Y COMBINATOR, Startup School Advisor Track, Mountain View, CA
November 2018 (expected).