

Alex Iglecia

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OBJECTIVE

Design, Visual Thinking and Presentation role where eight years of print, web and presentation design will contribute fun, creative and effective visual communications in a fast paced, thriving environment. Select portfolio available at www.iglecia.com

PROFESSIONAL PROFILE

- Strong background in **design** for print, web, and presentation materials for professional use and for clients. Includes eight years of experience with Adobe Photoshop, Illustrator and InDesign, PowerPoint, Dreamweaver, Wordpress, and recently with Twitter, Facebook and other new media.
- Superior verbal and written **communication** skills. Won successive projects from the nationwide In2In Thinking Network for five years in a row. Proven ability to balance needs of fast-moving clients and multiple projects.
- Seven years of **business experience** as designer/presenter of self defense trainings (2002-2005) and with fitness and yoga programs (2005-present). Gained press coverage, created websites, course manuals and print advertising. Delivered live trainings to groups of 5-80 in addition to individual coaching.
- Cited for being “**ridiculously talented and FAST**,” by comedian and writer Baratunde Thurston, who said: “He brought as much, if not more, vision to the table than I did, which was very helpful because I wasn't always sure what I wanted.”

EXPERIENCE

BodyLife Coach, Trainer, Yogi

The Epic Workout, www.epicworkout.com, (2007-Present)

The Sports Club/LA Boston, Boston, MA, (2005-2008)

- **Created and designed** PowerPoint presentations, course manuals, websites, flyers and business cards for Yogic Warrior Conditioning, strength, and weight loss-programming.
- Worked directly with individual clients, small groups and large groups, and coordinated online training programs.
- Content topics included The Epic Workout, Meditation, Noche Azul (monthly latin dance night), Ritmo Latino (latin dance class), Combat Conditioning, and Power. To Protect Self Defense Courses.

Marketing and Graphic Designer

Spirit Alive, Boston, MA, (2001-2008)

- Developed, co-created and presented print and online marketing collateral for fast-moving clients.
- Aligned client identities with marketing activities, print sources and web solutions.

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Combat Advisor

Power. To Protect, Robert Bussey & Associates, Boston, MA, (2002- 2005)

- Established a Boston and worldwide presence for self defense programs, coordinating with the president and other colleagues on program development.
- Designed advertising, website, and sell-sheets and led trainings for clients including Biogen, Boston University, Arnold Worldwide, and individuals.

Knowledge Worker

Cap Gemini Ernst & Young's Accelerated Solutions Environment, Cambridge, MA, (2001-2002)

- Packaged 3-5 day consulting engagement materials into PowerPoint takeaways for teams of 30-60.
- Collaborated in teams of 3-15 to produce and document fast-paced business events and create a sophisticated production journal in real time.

Business Developer

Immersive Technologies, Ithaca, NY and Boston, MA, (2000-2001)

- Created branding strategy, logo design and company website in an ever-changing startup.
- Helped launch innovative web-visualization technologies in a fast-paced, high intensity startup environment.
- Represented the company in client meetings and conferences, leading to proof-of-concept applications and client demonstrations.

EDUCATION

- **Masters of Arts in Conscious Evolution**, The Graduate Institute, Milford, CT (2009)
- **Bachelor of Science in Materials Science and Engineering**, Cornell University, College of Engineering, Ithaca, NY (2000)

ADDITIONAL TRAINING

- Tony Robbins' Unleash the Power, 2007
- Landmark Education's Curriculum for Living, February 2006
- Perform Better, June 2005
- Effective Communications and Human Relations, Dale Carnegie Graduate, 2004