

Alec Marinov

Lawrence, KS | 913-284-4005 | alecmmarinov@icloud.com
linkedin.com/in/alecmarinov | Available May 2027 | Open to relocation

EDUCATION

University of Kansas — Bachelor of Science in Business, Marketing

Expected graduation: May 2027

Completed: Business Analytics, Statistics, Information Systems, Digital Marketing and Social Media. In progress: Sales Analytics, Marketing Research for Managers, Operations Management.

EXPERIENCE

Blue Key Artists — Marketing and Technical Assistant

Lawrence, KS | October 2025–Present | Paid internship began June 2026

- Conceived and built Social Analytics with AI assistance, unifying social, streaming and playlist-pitching information; replaced a weekly manual collection workflow previously requiring approximately two staff hours.
- Use TikTok, Instagram and Facebook content comparisons in recurring artist strategy discussions, including Max Cooper's shift toward fan-building content rather than likes alone.
- Developed cross-platform release comparisons, growth signals and promotional-post investigations; implemented passive capture for four artist dashboards and three pitching platforms, preserving source-specific detail where available.
- Designed and launched maxcoopermusic.com to prepare for audience and merchandise growth as the artist's career develops; integrated fan-list capture, online checkout, Google Analytics 4 and Meta Pixel measurement.
- Translate artist and management feedback into website and reporting requirements; support ongoing Kelley Hunt and Blue Key website redesigns, playlist pitching and marketing presentations.

Olive Garden — Server

Lawrence, KS | March 2026–Present

Chipotle Mexican Grill — Service Manager

Lawrence, KS | February 2023–October 2025

- Led teams and managed restaurant service operations, balancing customer needs and daily operational priorities.

ANALYTICAL SKILLS

Excel: PivotTables, lookup functions, logical formulas and charts. SQL: business analytics coursework and assignments.

AI-assisted development; requirements gathering; marketing performance analysis; stakeholder presentations; website analytics. Prior programming study in Python and C#.

CERTIFICATIONS AND TRAINING

HubSpot Academy — Social Media Strategy Training and Certification, October 2025

LinkedIn Learning — Introduction to Business Analytics, September 2025