

# Alison Cantor

## Professional Experience

**Chief of Staff**, Alex Steffen; Berkeley, CA – 3/2014–1/2017

*Acted as sole employee, handling all operations, administrative concerns, events, and promotional collateral for Alex Steffen, a climate change focused author, public speaker and consultant.*

- Raised over \$75,000 on Kickstarter to produce and film a three-night talk series.
- Executed a complete redesign of AlexSteffen.com and relaunched the newsletter.
- Set and managed goals, timelines and budgets for numerous special projects.
- Coordinated logistics and travel for public speaking engagements.
- Served as primary contact for prospects, clients, contractors and vendors.
- Managed all financial and operational aspects of the business.

**Marketing Assistant**, The Bar Method Headquarters; San Francisco, CA – 11/2012–3/2014

*Supported the Marketing Director and COO in promoting The Bar Method brand and ensuring brand consistency across 75+ exercise studio franchises.*

- Executed a complete redesign of BarMethod.com, developed a franchisee use manual and assisted franchise owners in implementing their own subdomain versions of the website.
- Doubled Facebook following (from 40K to 80K) and dramatically increased all social media engagement.
- Edited images and graphics for the Bar Method website and other materials.
- Served as first point of contact for The Bar Method Headquarters via the public phone line, the general email account, the blog and social media channels.

**Community Programs Assistant**, Cascade Bicycle Club; Seattle, WA – 10/2010–10/2011

*Promoted Cascade Bicycle Club's mission of "creating a better community through bicycling" by organizing events and managing ambassadors and volunteers.*

- Supervised a team of five Bicycle Ambassadors and coordinated their event schedules.
- Created new informational and promotional materials and improved outdated materials.
- Orchestrated the Bike to School Month Challenge, securing prizes and event volunteers.
- Recruited and trained volunteers to staff dozens of bicycle helmet sale events.

## Customer Service Experience

**Studio Assistant**, The Bar Method Marina; San Francisco, CA – 12/2011–12/2012

*Worked the front desk of a boutique fitness studio.*

- Greeted clients, sold them merchandise and class packages, checked them into their exercise classes, and addressed specific needs promptly and professionally.
- Implemented a new cleaning rotation for all Studio Assistants to keep the studios and locker rooms fresh.

**Customer Service Associate**, Paper Source; San Francisco, CA – 7/2012–12/2012

*Served customers, inspiring them to "do something creative every day."*

- Provided product demonstrations and showed customers creative paper crafting techniques.
- Recognized for ability to quickly establish rapport with customers and build a loyal clientele.
- Maximized sales by ensuring customers had all the tools and supplies they need.
- Ensured that sales and other customer service procedures were completed accurately.

## Education

**Scripps College**; Claremont, CA – Environmental Policy BA

**Harvard Business School HBX** – Core: Credential of Readiness

## Skills

Excellent communicator - Highly organized - Experienced with WordPress, NationBuilder, MailChimp, MindBody, Constant Contact, G Suite, Microsoft Office - Social media savvy - Proficient with Adobe Photoshop & InDesign - Comfortable on Macs and PCs.