



# Alexandra Dalla-go

Brand Marketing | Partnerships | Creative Production | Integrated Strategy | Events

San Francisco, CA, USA

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## Links

[LinkedIn](#)

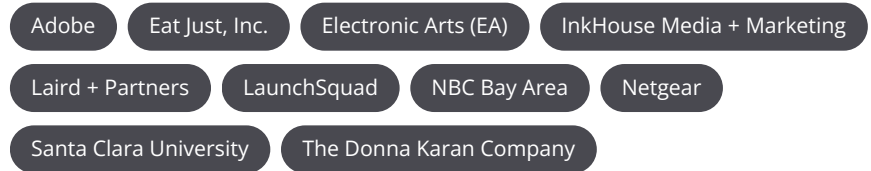
## Languages

English (Native)

## About

Incredibly passionate marketing and communications professional with 10+ years of experience working at both agencies and in-house for bold, mission-driven companies across various industries. I spent the last 7+ years in CPG working to build JUST Egg into the successful brand it is and GOOD Meat into the leading cultivated meat company. I am extremely innovative, adaptable, and tirelessly dedicated to producing meaningful work. I'm a strategic communicator, a creative producer, a field marketer, brand soothsayer, and true friend. I'm motivated by purpose-driven brands that are doing their part to create a better planet.

### BRANDS WORKED WITH



## Experience

### ● Senior Manager, Brand Marketing | Partnerships | Creative Production | Integrated Strategy

Eat Just, Inc. | Feb 2016 -

Manage all talent and brand partnerships for the Marketing team, across all horizontals and verticals, while integrating efforts across owned channels, press, and media. Lead all creative productions for brand ambassadors and JUST Egg product.

### ● Senior Manager, Global Communications + Events

Eat Just, Inc. | Feb 2016 - Feb 2023

Managed global communications (trade, corporate + emphasis in consumer press) for both JUST Egg and GOOD Meat brands. Managed all consumer and industry events.

### ● Senior Manager, PR + Media Relations

InkHouse Media + Marketing | Sep 2015 - Feb 2016



### ● Media Relations + Communications

LaunchSquad | Apr 2012 - Sep 2015

- Strategic media relations and campaign execution for both B2C and B2B clients, including mobile and consumer tech accounts, through various top-tier outlets
- Work with both Fortune-500 companies and early stage startups to deliver impactful, multi-pronged campaigns
- Built first-ever media relations influence team within LaunchSquad company



### ● Program Coordinator, Adobe Youth Voices Program & Cinequest Film Festival Events

Adobe | Feb 2011 - Apr 2011

Principal contact for all volunteers, Adobe employees, and student participants; mentor students to create professional-quality films concerning a social justice issue, for screening at Cinequest Film Festival.

- Coordinate film-festival screenings and "Artist & Innovator" forums.



### ● Field Producer for Investigative News Team, NBC Bay Area

NBC Bay Area | Jan 2011 - Apr 2012

- Research and write in-depth news articles for NBC Bay Area website; develop and produce in depth, news-story packages for Investigative Team's Vicky Nguyen (now Lead Consumer Correspondent for NBC's TODAY SHOW + NBC Nightly News); schedule and conduct on-camera interviews.
- Coordinate and execute all live newscasts of "Today in the Bay"; direct talent during live newscasts.
- Produce, shoot, and edit commercials and special NBC programs for Sales and Promotions department.

- **Production Assistant, "The Sims 3 Town Hall Meeting," EA Games**

Electronic Arts (EA) | Oct 2010 - Oct 2010

Conduct interviews, directed b-roll, loaded footage, helped design sets and organize personnel in production of viral, worldwide event.



- **Production Assistant, Alterseekers "Netgear Dongle," Netgear**

Netgear | Oct 2010 - Oct 2010

•Scoured wharf and wrangled participants for reality component of film; obtained liability releases; cued actors and organized logistics for parking equipment and personnel production of filming of Alterseekers "Netgear Dongle" viral video.



- **Assistant Producer, Sales and Promotions**

NBC Bay Area | Sep 2010 - Apr 2012



- **Teaching Assistant Media Communications & Production**

Santa Clara University | Jun 2010 - Mar 2011

Advise students regarding film/video production and Avid editing for upper-division communication class.

- **Corporate Fashion Department Intern**

The Donna Karan Company | Jun 2009 - Sep 2009

- Directed editorial styling of Lookbooks, mailers and photoshoots, including DKNY Cozy campaign, Women's Golf Ready-to-Wear, and DKNY Fall/Winter 2009 ad campaign.
- Assisted in development of and preparation for New York Fashion Week at Bryant Park.

- **Temporary assistant to Senior VP of Donna Karan International: Global Marketing & Communications.**

The Donna Karan Company | Jun 2009 - Sep 2009



- **Assistant to Lead Graphic Design Artist**

Laird + Partners | Jan 2009 - Dec 2009

- Participated in visual planning and design for the DKNY 2010 Be Delicious fragrance advertisement campaign, including website.
- Collaborated in web design for the Donna Karan International Apple iPhone application.
- Helped grow social media presence by creating the Be Delicious Facebook page.

## Education & Training

- **Santa Clara University**

Bachelor of Arts, Communication, Cum Laude ; Bachelor of Arts, French and Francophone Studies,

● **University of Paris I: Panthéon-Sorbonne**

Bachelor's degree,