

Alex Jorgenson

(469) 618-6560 | alexjorgenson@tamu.edu | www.Linkedin.com/in/alexjorgenson

EDUCATION

University of Texas A&M, College Station, TX

September 2023 - May 2027

- Bachelor of Science in Sport Management with minors in Business and Communication.
- Sports Management Costa Rica study abroad, December 2024 to January 2025.
- University Honors Program. GPA: 3.500.
- Computer Skills: Adobe Creative Suite: Photoshop, MS Excel, Word, PowerPoint, AI tools (ChatGPT).
- Interests: Marketing, Sales, Finance, Entrepreneurship, Coaching Little League Football.

EXPERIENCE

Texas A&M University – Tour Guide; College Station, TX

September 2025 - Present

- Deliver 5-8 residence life tours per week to prospective students and families, driving housing and enrollment outcomes.
- Apply a consultative approach to assess individual needs and position housing options as best-fit solutions.
- Present to groups of 10–30 guests, confidently handling questions and objections to build trust and commitment.

EXL- Sales-Ops intern; New York, NY

June 2026 – August 2026

- Built an Excel Quota Allocation Planner scaling to 5,000+ reps, turning territory and pipeline data into defensible, simulation-tested quotas
- Built an Incentive Compensation model with role-based archotyping (hunters/farmers) and payout-curve optimization to align comp structure with target selling behaviors.

Nike – Sales Representative; Frisco, TX

May 2025 - August 2025

- Exceeded daily sales goals by upselling footwear and apparel.
- Boosted conversions with tailored recommendations on Nike technologies.
- Processed \$3K–\$5K in transactions while maintaining stock and displays.

Northern Texas Professional Golf Association- Operations Intern; Frisco, TX

May 2024 - August 2024

- Operated 24+ regional tournaments, overseeing venue setup, registration, and on-site customer support.
- Assisted in managing a comprehensive tournament schedule, ensuring that all timelines and standards were met.
- Built strong consumer rapport, enhancing customer experience through adaptability and interpersonal skills.

PROJECTS

Sticket –Founder: College Station, TX

January 2025 - Present

- Created and launched a sports-themed sweepstakes business, integrating NCAA tournament engagement with e-commerce strategy.
- Executed organic and paid growth campaigns that increased audience engagement by over 500%.

Revello – Co-Founder: College Station, TX

August 2024 - Present

- Led user acquisition campaigns via social media ads and presentations, increasing app downloads by 50%.
- Created social media and blog on productivity tips and app features, to build brand authority and attract new users.
- Improved in-app onboarding, simplifying company integration with Revello.
- Collaborated with business partners to secure content that boosted user engagement.

LEADERSHIP EXPERIENCE AND ACTIVITIES

Freshman Aggies Developing in Excellence – Head Director

October 2023 – May 2026

- Key contributor to the Philanthropy Committee, playing a central role in planning a charity pickleball tournament with 200+ participants and raising \$5,000+ for the Bryan Animal Shelter.
- Led and mentored a cohort of 66 freshmen and 18 staff, fostering leadership development and personal growth through structured activities and skill-building workshops.

Fish Camp – Chair

Summer 2024 - Present

- Led 24 counselors, optimizing preparation, team culture, and operational readiness for camp.
- Led mentorship and team-building initiatives for 70+ incoming freshmen, fostering inclusion, engagement, and leadership development.