

ALEX WATERWORTH

Marketing & Communications

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SUMMARY

Communications graduate with a minor in Business Marketing and internship experience in brand development, social media content, consumer research, and market analysis. Combines clear writing and research skills with practical AI training, having completed postgraduate study and built academic prototypes for customer communications, market intelligence, and workflow automation using n8n, Pinecone, and OpenAI. Brings experience translating research into actionable recommendations, developing brand-aligned content, and evaluating AI-generated outputs for accuracy and quality.

MARKETING & CONSULTING EXPERIENCE

Marketing & Consulting Intern

09/2025 – 12/2025

New England Consulting Group

Westport, CT

- Researched emerging products and business strategies to assess market opportunities, feasibility, and potential challenges.
- Built a market research database covering major and smaller competitors, market trends, and growth opportunities.
- Synthesized research into insights and recommendations for relevant companies.
- Monitored developing news to identify trends and emerging business opportunities.

Marketing & Communications Intern

06/2024 – 08/2024

The Visual Brand

Westport, CT

- Helped establish a brand foundation to support a distinct and consistent identity for an emerging product.
- Developed, curated, and managed content for a corporate social media account to support brand presence and audience engagement.
- Conducted consumer insight surveys with respondents across the United States, gathering data to inform market analysis.
- Analyzed consumer research and developed presentations that communicated findings to company representatives.
- Wrote and edited commercial scripts to communicate product benefits and support brand messaging.
- Assisted with photoshoots and interviews to develop content consistent with the brand's identity.
- Maintained accurate inventory records and organized data using Microsoft Excel.

APPLIED AI PROJECTS

Completed academic Proof-of-Concept projects / Tools used: n8n, Pinecone, OpenAI

Customer Support Ticket Intelligence

- Built an AI workflow to summarize unstructured support tickets and draft professional, empathetic customer responses for human review.
- Implemented automated evaluation using an LLM-as-a-Judge framework to assess summaries and responses against task-specific quality criteria.

Market Intelligence Research Assistant

- Developed a natural-language research prototype to retrieve information from financial news and regulatory filings and generate source-grounded answers.
- Incorporated article titles, filing references, and publication dates to make findings traceable and easier to verify.

Multi-Agent Delivery Resolution and Customer Communication

- Built a multi-agent prototype to identify delivery exceptions, apply operational rules, and escalate cases for human review when required.
- Generated personalized customer notifications tailored to customer tier and issue severity.

- Evaluated task completion, escalation accuracy, tool-use accuracy, reasoning consistency, and end-to-end response time.

EDUCATION

McCombs School of Business, University of Texas at Austin

Postgraduate Program in AI Agents and Generative AI for Business Applications

05/2026 – 10/2026

Certificate of Completion

University of Connecticut

B.A. in Communications, Minor in Business Marketing

2022 – 2025

Storrs, CT

SKILLS

Marketing & Communications: Market research, brand development, consumer research, market and competitor analysis, presentation development, creative writing and statistical data analysis.

Applied AI & Technology: Prompt engineering, AI-assisted summarization and response generation, Retrieval-Augmented Generation (RAG), no-code automation, multi-agent workflows, AI output evaluation, human review workflows.

Tools: n8n, Pinecone, OpenAI, Microsoft Excel, Microsoft applications

Business & Interpersonal: Research synthesis, written and verbal communication, project coordination, relationship building, event coordination, organization, problem solving, stakeholder engagement, customer service and inventory management.

ADDITIONAL EXPERIENCE

Server / Bartender

North Shore Country Club

03/2026 – 08/2026

Glenview, IL

- Delivered personalized food and beverage service in an upscale private club, adapting communication and recommendations to individual member preferences.
- Built rapport with members and guests, answered menu questions, and recommended cocktails and other beverages based on their tastes.
- Managed up to nine tables simultaneously during a special event and served a party of 25, balancing competing requests and coordinating service with kitchen staff.
- Communicated dietary requirements and special requests clearly, working across dining, bar, and kitchen operations to support a positive guest experience.
- Entered orders accurately using POS systems, closed checks, processed member account charges, and maintained organized bar stations and inventory.

Server / Bartender / Event Coordinator

Birchwood Country Club

06/2025 – 01/2026

Westport, CT

- Developed relationships with members by remembering names and preferences, anticipating needs, and checking in discreetly to ensure satisfaction.
- Coordinated private event setup and service, directing preparations and maintaining presentation standards throughout each event.
- Tailored beverage recommendations to guest preferences and prepared specialty drinks for dining service and private functions.
- Worked closely with kitchen staff to communicate dietary requests, coordinate orders, and respond promptly to member and guest needs.
- Managed POS order entry, check closing, and member account charges with accuracy while maintaining clean, welcoming dining and service areas.

LANGUAGES & INTERESTS

Languages: English, Spanish

Interests: College and professional basketball, skiing, rock climbing, travel