

Alex Berger

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I possess a Danish Green Card. The permit is renewable and allows me complete work privileges within Denmark.

Personal Profile

I am an American who has studied, traveled and worked globally over the last seven years and is now focused on a long-term career in Denmark. I am a skilled cross-cultural communicator with strong analytic and writing skills. I have a proven track record as an effective communicator and have worked with a number of leading firms on branding and public relations projects. I also have experience as an industry analyst and researcher drawn from my time spent in the mergers and acquisitions industry.

Professional Experience

Biogen Idec 2014 - Present

HR Project Coordinator: Employer Branding

- Three month fixed-term role focusing on how to improve Biogen Idec's talent attraction profile and employer branding including developing the framework for a cross-platform brand development strategy for the Danish market.
- Oversaw and served as project manager for the preliminary preparation and pre-filming of a series of employee profile videos for use on the web including prepping and selecting talent, scouting filming locations, storyboarding, scripting and drafting agency RFPs.
- Worked with university partners and oversaw mentor/mentee matching for the University of Copenhagen's mentor program.
- Prototyped a plan for the overhaul of the DK and EU operation's career pages including visual, layout, structure, and copy.

VirtualWayfarer.com 2007 - Present

Publisher, Brand Manager

- Proven track record of working with international brands, tourism boards and PR agencies. Projects fulfilled for Canadian, Austrian and Italian tourism boards.
- Brand development and my knowledge of social media has resulted in 450,000+ unique page views, 830,000+ YouTube views, 1,600,000+ Flickr views, 1,600+ Facebook fans, 52,000+ Instagram and 6,100+ Twitter followers.
- Repeatedly ranked in the top 100 independent travel blogs globally.
- Referenced by major media including BBC Travel, National Geographic, AFAR Magazine, AZ Republic, Glamour and MSNBC Travel.
- In-depth familiarity with online platforms including; WordPress CMS, Google Analytics, Facebook, Twitter, YouTube, Instagram, etc.

A.P. Moller - Maersk Group 2013

Student Assistant, Group Relations

- Position was a two-month medical cover for a full-time employee.
- Reported directly to Heads of Group Relations (1 month) and Group Communication, Marketing & Branding (1 month).
- Responsibilities included general logistics, administrative tasks and industry research as well as concept analysis and debriefing.

Fox and Fin Financial Group, LC 2008 - 2011

Analyst, Market Research

- Ranked #1 among Business Brokers in Arizona for 10 years in a row (2003-2013).
- Responsibilities included: industry intelligence and research, creation of in-depth confidential business packages (40-150 page documents with industry data, SWOT analysis, business profile and competitive analysis) as well as in-house marketing and public relations (industry tradeshows, maintenance of relationships with local media, distribution of press releases).
- Collaborated on the design, content population and launch of two new websites for the Fox and Fin brand.
- Developed intimate familiarity with mergers and acquisitions and private equity industries, emphasizing the mid-market segment.
- Responsible for managing one full-time team member as well as student summer interns.
- Efforts contributed to the successful completion of multiple multi-million dollar transactions.

Colliers International 2005 - 2007

Research Analyst; Mapping/Geographic Information Systems; Information Technology

- Responsible for client, prospect, and industry research including competition analysis and creation of potential client lists.
- Generated marketing and franchise saturation maps for use in strategic planning and marketing documents.
- Worked closely with the marketing department and dealmakers on business building and retention strategies.

Affiliated Organizations and Associations

Danish Youth Goodwill Ambassador Corps 2012 – 2014

Copenhagen Chair, Goodwill Ambassador

- Organization dedicated to connecting international students, expats and local business interests in order to help educate internationals about Denmark and Danish culture.
- Duties included managing a six-person leadership team while dramatically increasing CPH YGA's activity and engagement levels.
- Organized and ran "Study in Denmark: Belgium", an in-person and online promotion at the University of Ghent's international days.

President SRES Board, Southwest Research and Education Services, Inc. 2011 - 2014

Non-profit established in 1986 with a focus on interdisciplinary education, programming, innovation and public school reform.

Founding Member, Professional Travel Bloggers Association 2012 - 2014

The PTBA is an association dedicated to professionalizing the independent travel blogger industry. I regularly consult on matters related to best practices and relationship building with vendors and destination marketing organizations.

Advisory Board & Mentor, University of Copenhagen: Full Degree Program 2012 - 2014

During the 2012/2013 school year I volunteered as a student mentor for the Department of the Humanities full degree mentor program for international students. In addition to serving as a mentor, I am now a member of the program's advisory board and a presenter during semester-orientation sessions.

Member, Danish Association of Communication Professionals & Young Communicators (UNGKOM) 2013

Denmark's premier association for business professionals engaged in communication careers.

Education

M.A., Communication & Cognition, University of Copenhagen, Denmark 2011 - 2013

Final Grade: 12 (Danish system), A+ (US System).

Thesis: Beyond the Hostel: Analyzing the Perceived Benefits and Risks of Facebook's Impact on the Backpacker Community through Social Capital.

Coursework included: Empirical Psychology, Cognitive Neuroscience and Communication, Communication Theory, Empirical Methodologies I and II, Cognitive and Audiovisual Communication, Media Organizations and Institutions, Cognition and Computer Interaction.

B.A., Human Communication, Barrett Honors College, Arizona State University, USA 2003 - 2007

Thesis: Not Just A Game: How On-Line Gaming Communities Are Shaping Social Capital.

Coursework included: Accounting I and II, Argumentation, Macro Economic Principles, Micro Economic Principles, Public Speaking, Gender and Communication, Conflict and Negotiation, Intercultural Communication, Interpersonal & Intercultural Communication Theory and Research.

Academic Publications

Paris, C., Berger, E.A., Rubin, S., & Casson, M. (2015). Disconnected and Unplugged: Experiences of Technology Induced Anxieties and Tensions While Traveling. *Information and Communication Technologies in Tourism 2015*. [accepted/pending]

Berger, E. A., & Paris, C. (2014). Exploring The Role of Facebook In Re-Shaping Backpacker's Social Interactions. *Information and Communication Technologies in Tourism 2014*, 299-312.

Paris, C., Berger, E.A., Rubin, S., & Casson, M. (2014). Unplugged and Disconnected: Tech-Savvy Travelers' Experiences. Published in *Proceedings of the Travel and Tourism Association (TTRA) Annual Conference 2014*, Bruges, Belgium, June 2014.

Berger, E.A., & Paris, C. (2013). Exploring the impact of Facebook on backpackers' social experience in hostels. *e-Review of Tourism Research*, 10(5/6), 4-18.

Paris, C., & Berger, E.A. (2013). Unplugged: Tech-Savvy Travelers' Narratives of Negotiating Disconnectedness. *Atlas Annual Conference*, Malta, November 2013.

Other Achievements

- 1st Place in the 2013 A.P. Moller - Maersk Communication Case Competition.
- Finalist - Umbria International Journalism Award [category: web].
- Repeat guest lecturer at Arizona State University in "Online Media" and "Sustainable Communities" courses.
- Have traveled to 41 countries across five continents.
- Photography has been highlighted and published by National Geographic & National Geographic Nordics.