

ALEXANDER MUHI

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SUMMARY

A Broadcasting and Media Specialist with expertise in audio/video production and live studio operations. Skilled in directing live events and crafting engaging social media content to boost audience interaction. Skillful in technical troubleshooting and fostering collaboration within team settings. Seeking to leverage diverse skills in broadcast, television, film, and digital media to enhance engagement and operational efficiency.

SKILLS

- Social media promotion
- Content strategy development
- Event marketing
- Content optimization
- Visual storytelling
- Media coordination
- Audio and video editing
- Adobe Premiere Pro proficiency
- Canva for visual content creation
- Photoshop for image editing
- Project management with Basecamp
- Audience engagement strategies
- Effective verbal communication
- Team collaboration skills
- Adaptability in live settings
- Content presentation

EXPERIENCE

SOCIAL MEDIA PRODUCER INTERN | 04/2026 to 05/2026

Durham College - Oshawa, Canada

- Filmed behind-the-scenes (BTS) content during studio production sessions.
- Coordinated live recording timing and communicated cues to on-air talent.
- Researched social media trends to inform audience engagement strategies and enhance content relevance.
- Edited short-form video content to align with platform specifications and maximize viewer engagement.
- Assisted with digital content production and studio workflow coordination.
- Developed engaging social media content for various college programs and events.
- Coordinated social media campaigns across multiple platforms, increasing brand visibility and audience reach.

BROADCASTING INSTRUCTOR ASSISTANT | 06/2025 to 08/2025

Durham College - Oshawa, Canada

- Assisted teens in audio/video production, editing workflows, and live studio operations.
- Troubleshot technical issues to maintain smooth sessions.
- Organized and maintained media equipment, labs, and classroom spaces.
- Supported a collaborative, creative learning environment.

COFFEE SPECIALIST | 06/2024 to Current

Nespresso Canada - Oshawa, Ontario

- Conducted engaging product tastings and demonstrations to attract potential buyers.
- Educated customers on various coffee selections and brewing methods to enhance experiences.
- Collaborated with colleagues to maintain inventory accuracy and availability.
- Built strong customer relationships, fostering loyalty and encouraging repeat purchases.
- Provided personalized recommendations and resolved issues for improved satisfaction.
- Managed inventory merchandising and point-of-sale operations efficiently.

TEAM LEADER | 04/2022 to 06/2024

Nespresso Canada - Oshawa , ON

- Directed daily store operations to maximize efficiency and performance.
- Coached team members to achieve KPIs and enhance customer service.
- Trained new staff on Nespresso product features and operational protocols.
- Managed inventory levels to ensure optimal product availability.
- Coordinated promotional events to boost brand visibility and engagement.
- Resolved customer inquiries and complaints through effective problem-solving.
- Fostered collaborative team culture via regular communication and feedback.
- Motivated team members to enhance customer satisfaction and loyalty.

COFFEE SPECIALIST | 06/2020 to 04/2022

Nespresso Canada - Canada, Canada

- Educated customers on coffee selections and brewing techniques to enhance their brewing experience.
- Conducted product demonstrations and tastings for potential buyers.
- Engaged customers through personalized product recommendations and effective problem resolution.
- Cultivated strong relationships with customers to foster loyalty and repeat business.
- Maintained inventory, merchandising, and POS operations.
- Collaborated with team members to create a welcoming environment.
- Assisted in training new staff on coffee preparation and service standards.

EDUCATION

Durham College - Oshawa, ON

Ontario College Diploma

Broadcasting – Radio & Contemporary Media, 06/2026

Seneca College @ York University - Toronto, ON

Ontario College Diploma

Acting for Camera and Voice, 05/2018

CERTIFICATIONS

- WHMIS
- Worker Health & Safety Awareness
- AODA Accessible Customer Service

REFERENCES & DEMO REEL

Available upon request