

Alexander Muller

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EXPERIENCE

International Monetary Fund (IMF)

Washington, DC

Communications Analyst (Media and Social Outreach Specialist)

March 2021 - April 2025

- Expanded global outreach efforts as the media contact for countries in the MENA region and issues related to capital markets.
- Advised management on strategic communications efforts, including interviews, articles, press releases, and press conferences.
- Managed and organized internal and external events. Became the youngest officer to lead and moderate a flagship press conference.
- Refined and authored reports, press releases, and publications to align messaging and enhance readability of technical research.
- Developed guidelines to align content across over 20 social media accounts in 8 languages with a combined 7 million followers.
- Strengthened strategies and tools for data collection to optimize campaign evaluation and chatter monitoring.
- Improved campaign ROI despite a tightened budget by refining ad targeting (~900% increase YoY for the latest annual campaign).
- Increased organic engagement rates and livestream viewership quality by using past data to overhaul the content strategy.

Carnegie Endowment for International Peace - Middle East Center

Beirut, Lebanon

Media and Events Coordinator

July 2018 - March 2021

- Established new media partnerships globally for the Malcolm H. Kerr - Carnegie Middle East Center and elevated product visibility.
- Planned and executed events across the Middle East and North Africa and led the effort to move events virtual during the pandemic.
- Wrote internal and external communications materials like press releases, concept notes, articles, and reports for management.
- Managed grants, budgets, and project timelines to ensure alignment with organizational goals and coordinated logistics with vendors.

Mercedes-Benz

Beirut, Lebanon

Marketing and Customer Relationship Management

August 2017 - June 2018

- Oversaw the marketing campaigns (print, outdoor, and digital) of Mercedes-Benz's national headquarters.
- Collaborated with agencies to produce creative campaign content and manage event logistics.
- Led all social media accounts by creating content and engaging with users, increasing follower growth by 30% with no ad budget.

Lebanese Parliament

Beirut, Lebanon

Digital Campaign Director

March - May 2018

- Created the digital strategy of a Member of Parliament's reelection campaign during the 2018 general election and managed social media accounts to connect with the general public and constituents and ascertain support.

United Nations Development Programme (UNDP)

Beirut, Lebanon

Livelihoods and Local Economic Development Trainee

July - August 2017

- Conducted research on livelihoods and local economic development, helped write proposals and reports, aided in the monitoring and reporting of department activities, and provided administrative support.

United States House of Representatives

Washington, DC

Congressional Intern

May - June 2017

- Researched legislation for a Member of Congress and legislative staff, prepared briefing notes and memos, attended hearings on behalf of staff, gave Capitol tours to visitors, and responded to constituents' letters and calls.

EDUCATION

The George Washington University - GWSB Fellowship Award

Awarded May 2024

M.S. in International Business (3.8 GPA)

Massachusetts Institute of Technology, Sloan Executive Education

Awarded September 2022

Certificate in Digital Marketing Analytics

Lebanese American University - Honors Scholarship

Awarded June 2018

B.S. in Business, Minor in Political Science and International Affairs - With High Distinction (3.88 GPA)

HONORS AND AWARDS

Outstanding Contributor Award (GWU)

2024

Riyad Nassar Leadership Award (LAU)

2018

Beta Gamma Sigma Honor Society Member (LAU Chapter '18, GWU Chapter '24)

Since 2018

Best Delegate Award (GC London MUN)

2013

Diplomacy Award (GC LAU MUN)

2013

SKILLS

Tools: Adobe Analytics, Brandwatch, Canva, Dreamweaver, Emplifi, Hootsuite, Marketo, Meltwater, MS Dynamics, Pulsar, Sitecore

Languages: English (Native), Arabic (Native), German (Basic), French (Basic)