

Alexa Dodson



Riders Rep

Address Dannevirke
New Zealand

01 PROFILE

I am extremely passionate about equestrian sport in New Zealand, with a hands on understanding and am highly invested in seeing it thrive in the years to come. I am immersed in the industry being a showjumping competitor myself, and with two current businesses centered around equestrians. One with my partner Logan Massie, training and competing show jumpers with an aim for the top of the sport. Plus a secondary online business marketing and auctioning sport horses.

Driven and enthusiastic with great people skills, I am well known for being personal-able and approachable while clearly managing professional relationships. I have been self employed for several years which has highly developed essential skills such as time management, prioritization, multi-tasking and self motivation. However I love working in a team environment and thrives with structure and direction while remaining adaptable.

I have an extensive background in digital marketing and believe it is a key tool in the future success of any modern business or organization. Digital marketing and social media is an accessible, cost effective way to communicate with your audience, share core values and your vision, while presenting in a professional manner that highlights your brand.

A keen learner, I am excited at the prospect of further strengthening my skill set and creating personal development while being an key asset for your organization. I thrive on challenges and look to improve myself while helping others succeed and enjoying the process.

02 SKILLS

Digital Communications & Marketing	Photography
Interpersonal Communication	Written Skill
Effective Time Management	Excellent IT Skills
Equestrian Industry Knowledge	Quick, Adaptive Learner
Relationship Management	Ability to Multitask
Business Administration	Customer Service
Adobe InDesign/Lightroom/Photoshop/Premiere Rush	Microsoft Word/Excel/Outlook/Powerpoint

03 EMPLOYMENT HISTORY

11/2020 — Present

Founder/Director at Equus Auctions

Equus Auctions is New Zealand's only online auctioning website for sport horses.

Development and execution of extensive digital marketing campaigns for auctions. Creation of content for social media i.e photo, video. Relationship management with sport horse breeders and society groups. Sourcing of horses to auction. All administration of small business. Business development and acumen.

01/2019 — Present

Manager at Massie Stables

Massie Stables is one of New Zealand leading showjumping stables with a focus on young horses and top level competition.

Running the daily operations of a busy stable. Managing and producing horses from starting under saddle to World Cup level and international campaigns. Constant time management practice and working on efficiency. Organization and attention to detail is paramount. All administrative tasks, client management, social media and sales marketing.

08/2019 — 01/2022

Founder/Director at Scope Marketing

Scope Marketing is a small business offering digital marketing services and specializing in equestrian based business.

Website development from concept through to a finished website. Social media including content creation, calendar creation and analytics. Content for digital and traditional marketing. Assistance with sponsorship, developing proposals and relationship management. Photography services.

04/2018 — 12/2018

Scuba Diving Instructor at Zanzibar Watersports

Zanzibar Watersports is a water sports center in East Africa catering for high end, international clientele.

Primary Scuba Instructor. Strong customer service aspect, working to ensure all clients are enjoying themselves and feeling comfortable in a unique situation. Responsible for sourcing clients and sales. Teaching courses and managing the booking center. Focus on health and safety with limited resources in East Africa.

01/2016 — 09/2019

Director at Team WS Management

Team WS was an investment group securing funds to import sport horses.

Relationship management with 50+ company shareholders. Development and implementation of marketing strategy through social media and digital platforms. Sourcing potential investors and pitching concept. Managing accounts, administration and budgets.

01/2015 — 12/2017

Marketing Manager at Wilson Sisters

Wilson Sisters are equestrian personalities with a reality TV series, multiple published books and documentaries.

Social Media management and strategist for the successful Wilson Sisters. Relationship management of sponsors and ongoing supporters. Development of social media content for key sponsors. Liaising of media and clients. Event development and management.

04 EDUCATION

Feb 2010 — Nov 2014

Kerikeri High School

NCEA Level 3

Graduated with Scholarship to Otago University.

Jan 2017 — Jan 2018

Academy of Diving Trust

Diploma in Professional Dive Instruction

PADI Open Water Instructor

PADI Specialty Instructor

Emergency First Response Instructor