

Karen Renee Alexander

Objective

To use my experience as a Teacher, Xerox Business Executive and Entertainer to create and implement a successful, global organization with the mission to empower, enlighten and educate through the arts.

Summary

A lifetime involvement in education, the arts and entertainment field – performer, organizer, event planner and public relations coordinator. Ongoing relationships with corporate sponsors and local, state and national governments. Personal connections with TV, radio and newspapers to bring events to the public. Founder of Straight Ahead Band, a contemporary Jazzy, Rhythm & Blues Band; Founder of Auntie Karen Inc., an educational entertainment company. Extensive technical background and self starter. Persuasive detail-oriented leader who overcomes obstacles to successfully complete missions: created new products; built major business alliances. Strong strategic planner and team builder.

Business Experience

August 2001-Present

Columbia, SC

Auntie Karen Inc. , Founder

Partnered with Dr. Norma Jackson, Director of International Programs, Benedict College & Byron Counts, Singer, Songwriter, Producer to create Auntie Karen Inc., an educational entertainment company.

- Created The Auntie Karen Ocean Band cartoon characters
 - Olivia the Octopus and band will be used to create bilingual educational material, products and programs to teach children about ocean life and music.
- Created the Jamaican Yams cartoon characters
 - Yusef, Yolanda, Whipper and Gordon (Jamaican Yams) will be used to create educational material, products and programs to teach about healthy living (nutrition and character education)
- Worked with artist, musicians, community business leaders and educators to create and implement programs

**Business
Experience con't**

October 2001-Present

Columbia, SC

Auntie Karen Foundation, Founder & Board Chair

The Auntie Karen Foundation is a global, non-profit, charitable corporation certified by the state of South Carolina on October 31, 2001. Established to serve as the Community Outreach Division of Auntie Karen Inc., the foundation's mission is to create and implement a series of reproducible community outreach programs that will empower, enlighten and educate through the arts.

Programs include:

- Auntie Karen's Artpreneur & Technopreneur Classes
- Auntie Karen 's Young Entrepreneurs Conference
- Auntie Karen's African American History Mobile Museum
- Auntie Karen's Legends of Concert Series
- Auntie Karen Kid's Expo

January 1999-August 2001

Columbia, SC

Xerox Corporation, High Volume & Digital Specialist

Implemented Digital Product Program for Columbia, SC; Charleston, SC; Augusta, Ga.

- Trained Xerox Account Managers across the State of SC on selling and using the latest Xerox digital and high volume equipment and software
- Responsible for \$ 3 million dollars revenue

June 1996–December 1998

Columbia, SC

Xerox Corporation, South Carolina Color & Digital Specialist

Implemented Color & Digital Program for the State of South Carolina for Direct Sales representatives and Sales Agents.

- Launched new Document Center Products
- Added products to the State of South Carolina printer contract resulting in over \$ 3 million dollars in revenue
- Created and implemented Lunch and Learn Training Sessions

January 1994–June 1996

Columbia, SC

Xerox Corporation, Sales Account Manager

- Worked with major commercial and state accounts

1991-1993

Columbia, SC

Xerox Corporation, Account Rep

- Received company's highest sales award

1990-1991

Charleston, SC

Xerox Corporation, Marketing Rep

- Expanded territorial sales by 200%.

Xerox Achievements

- President's Club

Entertainment Experience

- Par Club
- Top Rep of the Quarter
- Top Rep of the Year

1995 -Present

Columbia, SC

Straight Ahead Band, Founder

- Wrote, sang and self produced debut CD, "Into the Light"
- Debut CD "Into the Light" made 13th spot on Sweet Rhythms chart in the UK
- Named one of the artist on the move by CJazz (oldest jazz website)
- Lead vocalist
- Booked performances
- Booked media appearances
- Created Press Kit

Regional Performances:

- MOJA African American Arts Festival, *Charleston, SC*
- 3 Rivers Music Festival, *Columbia, SC*
- Let's Share African American Arts Festival, *Columbia, SC*
- NAACP Freedom Fund Banquet, *Columbia SC*
- Mayfest, *Columbia, SC*
- Sunset Jazz Series, *Charlotte, NC*
- SC Chief Justice Ernest Finney Retirement, *Columbia, SC*
- Alex English, NBA Hall of Fame Banquet. *Columbia, SC*
- Spoleto's Warrior Ant, *Charleston, SC*
- The State Museum Jazz & Blues Festival, *Columbia, SC*

International Performances:

- **Greece:** *Athens*
- **Romania:** *Bucharest*
- **Brazil:** *Salvador, Bahia; Sao Paulo, Sao Paulo; Fortaleza, Ceara; Rio De Janeiro, Rio De Janeiro*
- **Jamaica:** *Montego Bay*

Shared Performance Billing with:

- Joe Sample, *jazz pianist*
- Wayman Tisdale, *jazz bass player*
- Kim Waters, *jazz saxophonist*
- The O'Jays, *legendary rhythm and blues band*

Performed for:

- President Ronald Reagan
- President Richard Nixon
- Barbara Bush
- Senator Strom Thurmond
- Walter Cronkite
- Astronauts: Ron McNair, Charles Bolden

Media Appearances:

Radio

- WWDM, *Columbia, SC*
- 98.5 KISS FM , *Columbia, SC*
- Z93 FM, *Charleston, SC*
- Solar Radio, *United Kingdom*
- Live from Studio B at the Pickle Factory, *New York*
- Don Frierson, *Columbia, SC*
- Doug Banks Morning Show, *national syndicated radio show*
- SC ETV Radio, *Mike Switzer Business Show*

Television

- WIS TV Awareness *Columbia, SC*
- WIS TV News @ 6, *Columbia, SC*
- WIS TV News @ 11, *Columbia, SC*
- SC ETV Verve, *Columbia, SC*
- SC ETV Jr. Achievement Program, *Columbia, SC*
- WOLO Informat, *Columbia, SC*
- WACH TV 57, *Columbia, SC*

Print

- The State Newspaper, *Columbia, SC*
- The Evening Post, *Charleston, SC*
- Imara Women Magazine, *Columbia, SC*
- Columbia Business Monthly, *Columbia, SC*
- Charleston Black Pages, *Charleston, SC*
- Columbia Black Pages, *Columbia, SC*

Movies & Commercials

- "Satisfaction", *movie with Julia Roberts & Justine Bateman*
- "The Boyfriend School ", *movie with Shelly Long*
- "A Promise to Keep" , *television movie with Dayna Delaney*
- "News 4 On Your Side", *television commercial*
- "South Carolina Flex Banking" , *television commercial*

1970 – 1990

Other Performance Experiences:

- Joey Morant Jazz All-stars, *lead vocalist*
- The Abe White Affair, *lead vocalist*
- Carolina Alive, University of South Carolina's Pop Ensemble, *member*
- Bonds Wilson High , Sr. Talent Show, *1st place winner*
- Greater St. Luke Youth Choir, *member*
- Alexander Family Gospel Choir , *member*

- Liberty Park Community Choir , *member*
- Salem Baptist Church Jr. Choir , *member*
- Remount Rd. Elementary School Thanksgiving Program, *soloist*

Teaching Experience

1984-1990

Mt. Pleasant, SC

James B. Edwards Elementary School

- Taught 1st Grade Curriculum
- Served as PTA Vice -President
- Created & Implemented Black History Curriculum
- Partnered with the City of Charleston Office of Cultural Affairs to bring artist to school

1985 – 1987 (Summer)

Charleston, SC

Charleston County Schools

- Summer SAIL (Gifted & Talented Program)

Historic Charleston Teacher

Implemented a 3 week Historic Charleston Class with Gifted & Talented Middle School Students.

Other Work Experience

Sales

- Amway, *Distributor*
- Paul Harris Clothing Store, *Salesperson*
- Foxmoor Casual Clothing Store, *Salesperson*
- Spoleto Arts Festival, *Program Salesperson*
- Capstone Cafeteria, *Cashier*
- Greenhouse Café, *Hostess*
- Online Audio, *Public Relations, Program Development*

Education

1976-1980

Charleston, SC

High School Years

- **Bonds-Wilson High School**
 - 1980 Graduate
 - Sr. Class, *President*
 - Cosmetology Club, *President*
 - Drama Club, *President*
 - Student Council, *member*
 - Prom Committee, *member*
 - Sr. Class Trip Committee, *member*
- **Other Educational Experiences**
 - Jr. Achievement
 - Dale Carnegie Graduate (Public Speaking)
 - FACET (Female Access to Careers in Engineering Technology)

Trident Technical College

- AKA Debutante
- Earned State of South Carolina Cosmetology Jr. License
- Voted Most Ambitious, Sr. Class

1980-1984

Columbia, SC

College Years

□ University of South Carolina

- 1984, B.A., Elementary Education
- 1984, Middle School Certification Math & Science
- President's List, Dean's List

1990 - 2001

Columbia, SC

Xerox Years

□ Xerox Document University

- Xerox Quality Training
- Customers: The Fundamentals
- New Hire Sales Skills Training
- Strategic Approach to Selling
- Introduction to Network Products School
- Mid and High Volume Reprographics
- Consultative Selling Session I
- Consultative Selling Session II
- GATF Color Workshop
- Document Centre 220/230 DC Train the Facilitator
- Document Centre Systems Sales Training
- Document Centre 220/230 DC Launch Training
- DocuColor Sales Workshop
- OrderQuiX
- Document Centre 220/230ST/230LP Sales Launch Training
- Document Centre 240/255/265 ST 255/265 LP Sales Training
- 240/255/265 ST/LP Sales w/3rd Party, IT & Silverstone
- ValuQuiX Launch Training
- Departmental HVME/DCME Workshop

Additional Training

Vocal Training

- Jazz Fundamentals *with Andrea Dupree*
- Vocal Training *with Shirlee Teuber-Goins*

Conference Attendance

- NAACP National Conference
- National Congressional Black Caucus Conference
- NABJ (National Association of Black Journalist) Conference
- COBI (Coalition of Black Investors) National Conference
- Xerox Minority Regional Conference
- Xerox Minority National Conference

Technical Knowledge

Software Programs

- **Microsoft:** *Word, PowerPoint, Excel, Access, FrontPage*
- **Adobe:** *Photoshop, Image Ready*
- *Quicken*

Event Planning

- Annual Halloween Party ,1994 – 2001, (Founder/Coordinator)
- NAACP Freedom Fund Banquet (Public Relations Chairperson)
- Let's Share African American Arts Festival (Dance Chairperson)
- Alexander Family Reunion (Chairperson)
- Xerox Minorities in the Southern Region (Planning Committee)
- Congressman Clyburn's Golf Tournament (Committee)
- Wynton Marsalis Concert (Planning Committee)

Community Service

Arts Events	Xerox Community Involvement	Nonprofits
<ul style="list-style-type: none">▪ Let's Share African American Arts Festival▪ Spoleto▪ MOJA African American Arts Festival	<ul style="list-style-type: none">▪ Jr. Achievement Bowl A Thon▪ American Cancer Society Relay for Life Committee▪ XCIP Coordinator▪ WIS Christmas Adopt a Family	<ul style="list-style-type: none">▪ Prevent Child Abuse Art A Must Committee▪ NAACP Empowerment Dinner▪ Brookland Foundation Gala▪ Girls Scouts Anniversary▪ Sistercare Play Lady▪ Congress Jim Clyburn's Annual Golf Tournament

Intellectual Property

Trademarks:

Auntie Karen, International Class 009, 1991

Copyrights:

- "I'm A Big Girl Now", co-writer with Gregg Larkins, words and music, 1989
- "Bedroom Eyes", co-writer with Byron Counts, words and music, 1999
- "Ride" co-writer with Byron Counts and Charles Williams, words and music, 1999
- "The Octopus Song" , co-writer with Byron Counts, words and music, 2002
- "The Ocean Band", visual image claimant, 2002
- "Jamaican Yams", visual image claimant, 2003

Publications

- www.auntiekaren.org (website designer)
- www.auntiekaren.com (website designer)
- www.straightaheadband.com (website designer)
- Auntie Karen Logo
- Auntie Karen Foundation Brochure
- Auntie Karen Kickoff Invitation
- Auntie Karen Kickoff Program

Accolades

- Key to the City of Columbia, SC
- Governor's Proclamation: May 17, 2003 Young Entrepreneurs Day in the State of SC

Memberships

- NAACP
- USC Alumni
- MET (Minorities Empowered For Tomorrow) Investment Club
- Brookland Baptist Church
- SC Arts Commission Artist
- Certified SC Minority Vendor