

ALEXANDER ROBERTSON

Founder & Operator | Brand Strategist | Computer Engineer (Columbia)

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SUMMARY

Founder-operator with 11 years running Recess Cleveland, a community nonprofit that has served thousands of families through pop-up play events, and 18 years of brand and marketing work for small businesses. Columbia-trained computer engineer with investment-bank production-support experience, now building AI-assisted workflows that let small teams do more. Known for turning small budgets, volunteers, and partners into measurable community results.

CORE SKILLS

AI & Automation: Claude, ChatGPT, n8n, GoHighLevel, Manus, DeepSeek, workflow and marketing automation

Marketing & Brand: Brand and identity strategy, SEO, content strategy, email marketing, social media, crowdfunding

Design & Web: Web and app design, graphic design, photography, Canva, Adobe Creative Suite

Technical: JavaScript, HTML, PHP, SQL, Java, C/C++, Perl, shell scripting

Leadership: Nonprofit management, volunteer and partner networks, program design, grant funding

EXPERIENCE

Founder & Executive Director

Aug 2015 – Present

Recess Cleveland · Cleveland, OH

- Grew a pop-up play program to 82 events, 8,300+ attendees, and 1,000+ meals served in 2019, run with 125 volunteers and 30 partner organizations.
- Pivoted when COVID ended the 10,000-attendee goal for 2020: redesigned 40 of 75 games to be distancing-friendly, distributed 17,000+ play items and 3,100+ meals, and gave 800 kids free play.
- Funded and recognized: Nike "Until We All Win" grant (2023), Goldman Sachs 10,000 Small Businesses graduate (2024), Cleveland Magazine feature (2021).

Brand Strategist & Marketing Analyst

2008 – Present

Freelance / Loud Crayon · Cleveland, OH

- Reduced operating costs and time to production on multiple client products and services.
- Implemented sales and marketing strategies for small businesses and nonprofits, and documented repeatable playbooks for growing audience and brand awareness.
- Trained business owners to update their custom web solutions without relying on developers.

Executive Director

2016 – 2018

Lawn Life Cleveland · Cleveland, OH

- Led a social enterprise that used an earned-income model to fund youth workforce programming, helping young people overcome barriers to full-time work while earning a paycheck.

Co-Founder & Program Director

2013 – 2016

Cleveland Youth Landscaping · Cleveland, OH

- Co-founded a free landscaping service for Glenville / Circle North neighbors that taught youth entrepreneurship, financial literacy, and community service.

Research Application Support Analyst

2006 – 2008

UBS Investment Bank · New York, NY

- Monitored the production environment and resolved all unscheduled outages for research analysts.
- Built applications that improved production stability and analyst productivity; handled change and release management.
- Documented fixes for complex support issues so any team member could resolve them.

Computer Technician

2004 – 2006

Columbia University IT Support Center · New York, NY

- Built a repair process that resolved most virus-related issues in under 30 minutes.
- Trained and monitored new technicians; supported the campus-wide help desk by phone and walk-in.

RECOGNITION

Nike “Until We All Win” Grant (2023) · Goldman Sachs 10,000 Small Businesses, Tri-C (2024) · Cleveland Magazine feature (2021) · Community Spirit Award, Detroit Shoreway CDO (2019) · Future History Maker, Radio One (2018) · Workforce Development Award, Dominion Energy (2018) · Difference Maker, Cleveland Cavaliers (2016) · Mandel Foundation Neighborhood Leadership Fellow (2015)

COMMUNITY SERVICE

Board Member, Peel Dem Layers Back (2021–2023) · Cleveland Foundation Out-of-School Time Collaborative (2020–2023) · Board Member, African American Alumni, University School (2015–2020) · Volunteer resume and mock-interview coach, Youth Opportunities Unlimited (2014–2018)

EDUCATION

B.S., Computer Engineering — Columbia University, Fu Foundation School of Engineering and Applied Science (2006)

University School, Hunting Valley, OH (2002)