Alix Breda

About Me
Amherst, NH 03031
alix.breda@comcast.net
617-997-1325

I am a songwriter, multi-instrumentalist, studio musician, sales expert, and band leader. I am confident and cheerful in everything I do, and I use my creativity and passion to guide my way in being a committed, honest, dependable leader. I pride myself in being able to take initiative when people need me, and I honor my creativity by being a problem solver who can take learned experience and couple it with innovation for new tasks and ideas. I am always learning new ways to improve, and always striving for personal growth.

Work Experience

Part-Time Jewelry Sales Associate
Kay Jewelers, Merrimack, NH
1 Year - current
I am currently working in part of a small but mighty team as a jewelry sales associate at the Kay outlet store in Merrimack, NH, where every day I get to learn more about what it's like working customer service for clients that rely on you to be honest, knowledgeable, kind, and highly professional. This company has been able to coach me in many skills, including building the personal connection between clients during a custom design process, client retention from brand new customers walking into a store for the first time shopping for a sentimental milestone, the importance of team selling, and helping resolve problems swiftly and seamlessly for anyone that may be in need of help. Here, I have also been given the role as the store's "St. Jude's ambassador", where I talk to clients every day about a local charity program that raises money for a children's research hospital.

Sales Associate/Customer Service
Bath and Body Works, Merrimack, NH
1 Year
I worked as a seasonal sales associate for Bath and Body Works during the first few months moving to New Hampshire, and then was chosen as the only seasonal associate to stay on the team post-holiday. Here, I was able to learn how to be outgoing and welcoming in retail/customer service, and also was able to have fun whilst learning product knowledge and applying it to anyone walking into the store. This was a very important role for me to have, since it let me retain my skills as a team player with a strong work ethic, and high communication skills.

Assistant Musical Director
Andy's Summer Playhouse, Wilton, NH
1 Summer

I worked with the musical team at Andy's Summer Playhouse to help guide the young artists in being a part of a band for their first time during their performances of "The Observers". I played bass guitar for the group, so it was the perfect instrument to bring a band of drums, guitar, piano, and trombone together with a chorus. This was one of the most fun jobs I've ever worked, and I hope I can come back as a musical assistant soon!

Academic Mentor and Orientation Leader
Berklee College of Music, Boston, MA
1 Year
Starting off my Sophomore year of college, I worked as an orientation leader and an academic mentor for the incoming freshman class. I attended many training sessions over zoom, learning how to use my own experience as a first-time college student to guide others that were entering something brand new. I was expected to orchestrate group bonding sessions, one on one meetings, and how to use google suites in order to assist my students in having a seamless experience. I answered plenty of emails, texts, and zoom calls, answering questions, directing people, and driving connections between my students. I got to feel pride in my students, the peers that were working with me, and in myself for proving I can be reliable, solve problems, take initiative, and keep a happy and positive attitude. This is something I will always cherish.

Sales Associate
Anthropologie, Boston, MA
4 Months
I worked as a seasonal part time retail associate at Anthropologie on Newbury Street, in which I helped to set up the entire store and work its first days opening their newest location. At this job, I was trained in sales and customer service, and learned the basics of what it is like to grow a brand-new team from the ground up. This was a lot of fun for me, and I got to feel accomplished when opening day came along and we all got to admire how far we had come together.

Team Member
Mother Juice, Boston, MA
4 Years
During my time as a student in Boston, I worked as a team member at a locally owned smoothie shop called Mother Juice. This role taught me how to work as a part of a "well oiled machine", as our managers called it. Here, I learned how to be reliable, communicative, and dependable. Store operations were fast-paced, so we all had to be adaptable and dedicated. This was the perfect job for someone that was, at the same time, learning to apply the same skills as a first-time serious studio musician.

Education

Bachelors of Songwriting
Berklee College of Music, Boston, MA

4 year degree program

Skills

- Musician
- Google Suites
- Social Media and Marketing
- Sales
- Customer Service
- Artist Representation
- Event Planning
- Band Leader
- Songwriting

Musical Groups

Deja Reve
2023- present
Band leader, songwriter, vocalist, bassist, booking and event planning

Dead Wait
2025- present
Social media, songwriting, bassist, show booking

JVK
2021-2023
Bassist, writer, performer, show and event planning
Notable performances include Louder Than Life 2023, Brighton Music Hall 2023