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| Image result for AS logo    **SKILLS > DIGITAL**   Google Analytics, Hootsuite  Search Engine Optimization  Image Editing (Photoshop)  Web Design (WordPress)  Page Layout (InDesign)  Video Editing & Production   (Premiere/DSLR)  Vector Illustration (Illustrator)   A.P. Style EDUCATIONThe University of Tampa, Tampa, FL  B.A. Advertising & Public Relations, 2023   *Creative Advertising Concentration*  **Hubspot Social Media Academy   Certification (online), 2023** LEADERSHIP **President (2018-2020)**  Student Adverting Club (UT)    **The University National Student   Leadership Conference,**   *Fordham University, Summer 2015*  2-week intensive summit   in Public Relations. CONTACT   **123.456.7890   ASinclaire@gmail.com  Tampa, Florida  www.ASinclaire.com** |  | ALEXANDRA **SINCLAIRE**   **ADVERTISING & CONTENT CREATION**  Bilingual content creator (fluent English/Spanish), skilled in  content marketing for social media, print, web, broadcast.  **ACHIEVEMENTS**   Developed campaign for Busch Gardens’ *Howl-O-Scream*   in collaboration with U.T. campaign team  Built brand awareness through social media and web design/content   that targeted specific audiences.  Designed print work including ads, brochures, newsletters,   letterheads and business cards.  Produced SWOT analyses and market research for   creative problem-solving proposals.  Developed personas, empathy maps, and journey maps   to create optimal user experience and usability.  Used Google Analytics and social media insights to track and  improve key performance indicators.  Created/maintained websites using WordPress   Orally presented campaign proposals to clients. RELATED EXPERIENCEFreelance Advertising & Social Media *Tampa, FL (2020-2023)* Created print and online media to meet marketing goals targeting specific audiences. Managed social media accounts and web/mobile content for clients in real estate agency, daycare, beach retail, and more. Created and curated content; improved search engine optimization; engaged followers to increase brand awareness and improve KPI’s; generated monthly reports and wrote marketing proposals for new business.Media Production Intern *The Franklin Agency, Tampa, FL,* (5/20-8/21)Created strategically based media for print and online formats to build brand awareness and increase direct sales. Scheduled and posted content to social media accounts to engage followers.Server, Sunset Beach Café,  *Saint Pete Beach, FL* (Summers 2020-2023) Served customers, prepared food, and performed cleaning and  maintenance duties in beachside café. |  |
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