Alexandra Elizabeth Duca - Lexie

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EDUCATION

University of Denver, Denver, CO

Bachelor of Arts, Major in Strategic Communication, Minor in Marketing & Socio-Legal Studies *June 2020*

- Relevant Courses: Digital Marketing, Strategic Messaging, Innovative Marketing Strategies, Strategic Communication Planning, Advertising Creative Strategy, Business-to-Business Marketing, Web Design & Content Development, Digital Graphic Design, Media Ethics, Media Law, Media & Culture, Online & Visual Journalism
- Recipient of the University of Denver's Media, Film, and Journalism Studies Department's Lance Clem Internship Award
- Published article in the American Marketing Association Colorado Chapter, "3 Ways to Market to Millennials That You've Probably Never Heard Of"

WORK EXPERIENCE

SeyferthPR, Grand Rapids, MI

Project Coordinator *November 2020 - Present*

- Plan events, coordinate projects, manage budgets, monitor spending, and track POs
- Track social media program results to consistently recap clients on activation performance
- Coordinate paid partnerships with radio stations for clients
- Run social media pages, create graphics, plan monthly content calendars, ghostwrite and manage website for clients
- Identify and secure partnerships with diverse macro and micro social media and grassroots community influencers
- Maintain and update influencer lists for three different states collecting data on posts, performance, platforms, etc.
- Write and release press releases for clients regarding national and local news
- Participate in weekly PR strategy brainstorm meetings and propose new ideas
- Video storytelling through shooting b-roll for local news, interviewing and audio recording a-roll, and video editing
- Refreshed company brand by redoing company website, revamping social media accounts, and refocusing blog content

Cotswold Industries, Manhattan, NY

Marketing Intern *June 2019 - August 2019*

- Managed Instagram and Facebook social media accounts as well as curated monthly newsletters using Mail Chimp
- Created cohesive brand by designing updated, modern logo and prioritizing cohesive social media presence/aesthetic
- Improved UX/UI by editing basic code and improving digital graphics on e-commerce website Shopify
- Attended sales meetings and consultations across the country with clients such as Ralph Lauren, Levi's, and Hanes
- Worked with social media booster company to gain followers and optimize algorithm to identify target market
- Collected 200+ potential Instagram reposts and organized into 10 different categories to optimize feed aesthetic
- Assisted Global Chain Marketing Committee member at the Annual Cotton Board Meeting in Durham, NC

Housing & Residential Education, University of Denver, Denver CO

Resident Assistant (RA) *August 2017 - March 2020*

- Planned and managed multiple event projects with a team to provide opportunities for different learning objectives
- Planned educational and social events 2x per month solo and routinely had 75% of residents on floor attending
- Managed quarterly budgets, documented spending, and submitted program proposals to supervisors
- Received year-round diversity, equity, and inclusivity training through classes/workshops and seminars
- Attended weekly meetings with entire staff and weekly individual meetings with Direct Supervisor
- In bi-annual surveys, 100% of 20+ residents each year, 3 years in a row, reported they'd want same RA again
- Served as primary resource for 30+ freshman and sophomore residents; rehired for 3 consecutive years
- Worked 5 different front desks of residence halls across campus providing customer service 10-36 hours per week
- Trusted to keep student records, personal information, conduct incidences, and outcomes confidential

SKILLS & INTERESTS

- Computer Skills: Adobe AfterEffects, Adobe Dimension, Adobe InDesign, Adobe LightRoom, Adobe Photoshop, Adobe Premiere, Adobe Photoshop, Basic HTML, Facebook, Facebook Advertising, Google Analytics, Google Business, Instagram, Mail Chimp, Microsoft Office, Shopify, Sprinklr, TikTok Creator Studio, WordPress
- Professional Interests: Music Syncing, Media, Communications, Branding, Marketing, PR, Advertising, Graphic Design
- Personal Interests: Indie-Rock Music, Pop Culture, Mixology, Film Photography, Comedy, Stargazing