

Alexandria Austin

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EDUCATION

Bachelor of Business Administration
Evangel University, Springfield, Missouri
Major: Management
Minors: Marketing and Integrated Studies
GPA: 3.4

EXPERIENCE

Community Manager November 2015-Current
Station Seven, Remote

- Create content for social channels, blog, influencers, emails, and website
- Grow Pinterest (by 5,400%) and Instagram (by 976%) followings and engagement
- Research influencers and marketing ideas to increase customer relationships

Business Development - Freelance June 2015-Current

- Write, research, and schedule social media and blog posts
- Create marketing plans, manage email marketing, and maintain sponsor relations
- Maintain Wordpress and Squarespace website's copy, design, and SEO optimization

Intake Specialist January 2015-July 2015

CoxHealth Systems, Springfield, Missouri

- Managed multiple patient accounts and doctor's orders
- Utilized customer service techniques with doctor and patient requests
- Scheduled patient deliveries with warehouse

Sponsorships Intern - *A Beautiful Mess* January 2014-April 2014

Red Velvet Art, Springfield, Missouri

- Managed blog sponsors and assisted client's
- Updated and reviewed daily top 5 posts based on Google Analytics
- Created and managed blog network calendar

Event Team Leader - Activities Board August 2012-December 2013

Evangel University, Springfield, Missouri

- Organized multiple campus wide events
- Designed and built decorations (2D and 3D) for campus events
- Led team members in decisions and tasks to create high quality events

SKILLS

Microsoft Office, Event Planning, Basic Adobe Knowledge, Analytical, Detail-Oriented, Quick Learner, Team Oriented, Intrinsically Motivated, MailChimp, Wordpress, Love for Interiors, and Quality Design

ACTIVITIES

Created and grew my small batch candle company (Midland Candle Co), Service trips to Ecuador, El Salvador, France, Study tour to Israel, Volunteer assistant in retirement home at St John's Hospital