

ALEXANDRA HARSHA

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Gender: F ▪ DOB: 12 May 2000, Ohio, United States ▪ Nationality: US American ▪

PROFILE

I am a passionate and dedicated creator who has included my curiosity for people and understanding them in the development of my communications career path. I apply my vast knowledge and skills currently and in my 4 years of marketing and communication experience. I am a proven leader who is comfortable taking over or working in a team, I am a creative problem solver, well versed in simplifying complex ideas for the consumption of the public, who loves working with people, thrives under pressure and quickly adapts to new challenges. My specialty is in creating content that people will resonate with and respond to no matter the medium, and I aspire to continue using and developing those skills in different positions around the world.

EDUCATION

Graduate in Communications & Psychology (2022), ECKERD COLLEGE, Florida, US
Key coursework: Oral Communication, Written Communication, Argumentation & Debate, Propaganda & Persuasion, Media & Society, Media Ethics, Psychology Research Methods, Human Cognition, Social Psychology, Positive Psychology, Personality Theory, Statistics in Psychology

Training in Leadership, TAMPA BAY BEACHES CHAMBER OF COMMERCE, Florida, US
Attended seminars in: Sports, Environment and Government. Organized and presented 3-hour seminar on Arts & Culture featuring four panel speakers.

PROFESSIONAL EXPERIENCE

Tampa Bay Beaches Chamber of Commerce, Florida, United States

Marketing Intern (March 2020-Present)

- Met with members to develop a personal relationship and aid in business endeavors
 - Attended and livestreamed member's ribbon cuttings
 - Filmed and edited short promotional videos
- Integrated new ideas and created optimized marketing and administrative materials
 - Wrote and published blog posts: [10 Picture Perfect spots on the Tampa Bay Beaches](#), [The Top 8 Must-Sees at the Tampa Bay Beaches](#), [Tampa Bay Beach Day Check-List](#)
- Promoted members and campaigns city wide with multimedia marketing materials
 - Designed [Patience in Pinellas](#) campaign poster and theme for social media graphics
 - Distributed posters and pins directly to members businesses county wide
 - Seen on [ABC Action News](#) and [Bay News 9](#)

Eckerd College, Florida, United States

Media Relations Assistant (January 2020-Present)

- Designed graphics for social medias, official website, online newsletter, etc.
- Designed and implemented new earth week marketing campaign
 - Developed slogan, events, logo, video ideas and multimedia marketing materials including flyers, infographics, stickers, magnets and livestream
 - Staffed events and directed team of volunteers
 - Hosted livestream from official Eckerd College Instagram account
 - Resulted in schools return to Princeton review's guide to green colleges.
- Conducted interviews for construction of articles and press releases
 - [New Student Club Embraces Old Campus Tradition](#)
 - [Winter Term Trips Bring Global Education Back to Eckerd College](#)
 - Eckerd College's feature in [Best Pet Friendly Universities in the USA](#)

CallRevu, Maryland, United States

Marketing Intern (May 2019-August 2019)

- Designed company marketing materials and ads
 - New [product sheet](#) used to train sales team and present to customers
 - Created social media infographic for industry leader campaign
- Created other internal company posters, infographics and website graphics
 - CEO's [80/20 poster](#), carousel slides for home page, [product zone map](#), one sheeters, [7 KPI's infographic](#), etc.
- Collaborated with CEO and department heads to create unified campaigns

Freelance Web Designer (2019-Present)

- Research and consult with client to outline website goals and illustrate basic frame
- Design website layout, functionality, media transfer, and optional custom logo design
- Maintain and update existing websites for clients
 - [Jeremy Frank](#), [Kathryn Harsha](#), [Liz Huff](#), [Gloria Ritter](#), & myself [Alex Harsha](#)

LANGUAGES

English, one year of French and Spanish

COMPUTER SKILLS

Microsoft Office Suite (Word, Excel, PowerPoint, Outlook), Adobe Creative Suite (Photoshop, Illustrator, Lightroom) and online creation/marketing tools: Canva, Constant Contact, Wix Websites, WordPress

CULTURAL INTERESTS AND PHYSICAL RECREATION

Music, photography, psychology, international travel, exotic & luxury car design, motorsport (open-wheel), horses and equestrian sports, swimming and hiking.