

ALEXANDRA HARSHA

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EDUCATION

2018 - (Expected) 2022 • Eckerd College | Psychology & Communication | St. Petersburg, Florida

EXPERIENCE

Feb. 2021- now **Tampa Bay Beaches Chamber of Commerce** - *Marketing Intern*

- Met members to develop a personal relationship and aid with business endeavors
- Integrated new ideas and created optimized marketing & administrative materials
- Promoted members and campaigns city wide using multimedia marketing materials

Jan. 2020- now **Eckerd College** - *Media Relations Assistant*

- Assisted with design and graphics for official website, online newsletter, etc.
- Designed and implemented new earth week campaigns resulting in schools return to the Princeton Review Guide to Green Colleges
- Conducted interviews and research for construction of articles and press releases

Summer 2019 **CallRevu** - *Marketing and Graphic Design Intern*

- Designed company marketing materials such as infographics and ads
- Created internal company posters and informational graphics
- Collaborated with coworkers on design revisions and daily projects

2019- now **Freelance Web Designer**

- Research and consult with client to outline website goals and illustrate wire frame
- Design website layout, functionality, and optional custom logo design
- Maintain and update existing websites for clients

2017- 2018 **Community Media Center**

Graphic Design Intern

- Designed logo for "Carroll Helping Carroll"
 - Created 55+ television commercial slides with Canva
 - Assisted with Photoshop graphics for multimedia projects
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SKILLS

June-November 2021 • Tampa Bay Beaches Chamber of Commerce | Leadership Institute

Software Programs

- Adobe - Photoshop, Illustrator, Lightroom
- Microsoft - Word, Powerpoint, Excel, 360
- Online - Canva, WordPress, Emma Email Marketing, Constant Contact, Wix, ChamberMaster

Interpersonal

- Effective leader & team member • Written & oral communication • Attention to detail • Unflappable & level headed • Problem solving