

ALEXANDRA HARSHA

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EDUCATION

2022 • Eckerd College | Bachelor's Degree in Psychology & Communication | St. Petersburg, FL

EXPERIENCE

- Feb. 2021-present** **Tampa Bay Beaches Chamber of Commerce** - *Intern promoted to Full-Time Marketing*
- Run 5+ social media accounts, managing, capturing and creating all content
 - Website manager, graphic designer, and copywriter for all events and campaigns
 - Lead Marketing Committee of 15+ other Marketing Managers & VP's in the area
 - Leadership Institute program organizer, arranging locations and managing students
- 2021** **Tampa Bay Beaches Chamber of Commerce | Leadership Institute**
- Jan. 2020-May 2022** **Eckerd College** - *Media Relations Assistant*
- Assisted with design and graphics for official website, online newsletter, etc.
 - Designed and implemented new earth week social media and event campaigns, resulting in schools return to the Princeton Review Guide to Green Colleges
 - Conducted interviews and research for construction of articles and press releases
- 2019** **CallRevu** - *Marketing and Graphic Design Intern*
- Designed company marketing materials, infographics, company posters and ads
 - Created internal company posters and informational graphics
 - Collaborated with CEO and VP of Marketing on design revisions and daily projects
- 2019-present** **Freelance Web Designer**
- Research and consult with clients to outline website goals, features and style
 - 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

Software Programs

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

References available upon request

PERSONAL

Interests

World travel • Equestrian/Florida Beach Horses • Open-wheel racing • Shelling Graphic Design • Hiking

Top Qualities

Attention to detail • Written & oral communication • Leader • Hard worker