

ALEXANDRA HARSHA

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EDUCATION

2022 • Eckerd College | Bachelor's Degree in Psychology & Communications with Honors

EXPERIENCE

Tampa Bay Beaches Chamber of Commerce

Marketing & Communications Manager

February 2023 - April 2025

- Formulated and managed all digital, social, print, PR, and event promotion campaigns
- Implemented fluid social strategy, increasing reach & engagement by 100% in 2 years
- Leadership Institute program coordinator, managing 20+ students and 15+ mentors
- Lead Marketing Committee of 15+ other Marketing Managers & VPs in the area

Marketing & Member Support

August 2022 - February 2023

- Created testimonial and promotional video content for YouTube and Instagram Reels
- Website manager, graphic designer, and copywriter for all events and campaigns

Paid Marketing Intern

February 2021 - August 2022

- Created marketing materials and content for post-pandemic awareness campaign with circulation in over 100 local businesses and 2 news outlets

Freelance Web Designer

October 2018 - Present

- Research and consult with clients to outline desired website goals, features and style
- Design website layout, functionality, customization and optional custom logo design
- Maintain strong client relationship in order to meet and update the existing websites

Eckerd College - Media Relations Assistant

January 2020 - May 2022

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

CallRevu - Marketing and Graphic Design Intern

Summer 2019

- Designed company marketing materials, infographics, company posters and ads
 - Collaborated with CEO and VP of Marketing on design revisions and daily projects
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SKILLS

Photoshop • Illustrator • Google - Analytics (GA4), Business, Drive, Docs, Sheets, Slides • Constant Contact • Hubspot Email Marketing • Canva • WordPress • Wix • Word • Powerpoint • Excel

Certifications

- Google Analytics (GA4) Certification
- HubSpot Email Marketing Certification
- Tampa Bay Beaches Chamber of Commerce Institute for Leadership Certification

PERSONAL

Interests

World travel • Equestrian Sports • Open-wheel racing • Shelling/Shell Jewelry Business • Graphic Design • Hiking

Top Qualities

Attention to detail • Organized • Written and Oral Communication • Works Well Under Pressure • Leadership • Self motivated