

# ALEXANDRA HARSHA

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## EDUCATION

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

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## EXPERIENCE

### Tampa Bay Beaches Chamber of Commerce

#### Marketing & Communications Manager

February 2023 - April 2025

- Leadership Institute program organizer, managing 20+ students and 15+ mentors
- Lead Marketing Committee of 15+ other Marketing Managers & VPs in the area
- Manage campaigns for Facebook, Instagram, YouTube and LinkedIn
- Create 10 Constant Contact monthly newsletter campaigns (eg. Tourism, Government)

#### 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 graphics and content for post-pandemic awareness campaign with circulation in 100 local businesses and over 2 news outlets

### Freelance Web Designer

October 2018 - Present

- 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

### 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 • Open-wheel racing • Shelling/Shell Jewelry Business • Graphic Design • Hiking

### Top Qualities

Attention to detail • Public speaking • Leadership • Self motivated