



# Alexandria Brown

## Marketing and Public Relations

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**Marketing & Communications Professional** with a BSJ in Journalism and hands-on experience in social media, event marketing, and multimedia production. A former producer of a streamed TV show with strong leadership and team-building skills, as well as strong design and copywriting skills. I am seeking to apply my skills in a client-focused, brand-driven environment within the entertainment industry.

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### SKILLS

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Social Media Marketing  
Promotion  
Copywriting  
Customer Service  
Content Planning  
Script Writing  
Audio Operations  
Video Production  
Teleprompter  
Team Leadership Under Deadline  
Adobe Creative Suite  
Canva  
Microsoft Office  
Google Suite  
WordPress  
Wix  
Hootsuite  
Rundown Creator  
Asana  
Slack  
Leadership  
Problem-Solving  
Client Relationship Building  
Adaptability  
Solution-Oriented Mindset

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### EMPLOYMENT HISTORY

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#### Box Office Attendant

Ryman Auditorium, Nashville, TN — Sep 2025 - Present

- Processed ticket sales and reservations at a high-volume box office while maintaining accurate POS records.
- Resolved ticketing issues and customer disputes quickly to preserve satisfaction and minimize escalations.
- Prepared will-call and artist ticket packets ensuring accurate delivery and timely availability.
- Managed VIP check-in and credentialing during events to ensure smooth guest arrivals and security compliance.
- Maintained professional patron interactions during high-pressure shows, reinforcing loyalty and encouraging repeat attendance through attentive service.

#### Marketing Intern

Lied Center of Kansas, Lawrence, KS — Jan 2025 - May 2025

- Assisted marketing team in campaign execution for upcoming shows.
- Designed and distributed targeted promotional flyers that improved event awareness across campus.
- Wrote press releases, one of which secured pickup by a local newspaper, increasing media exposure.
- Edited copy for marketing materials to ensure accuracy and consistent messaging across channels.
- Applied prior marketing experience to professional entertainment settings, delivering measurable improvements in promotional quality.
- Reviewed and standardized promotional materials for accuracy and branding consistency, preventing errors and maintaining professional presentation across channels.

#### Food and Beverage

Lawrence Country Club, Lawrence, KS — May 2024 - Jun 2025

- Delivered prompt table and counter service while maintaining order accuracy and timely deliveries, improving guest satisfaction.
- Resolved customer complaints through calm de-escalation and effective solutions, reducing repeat incidents and preserving positive guest relationships.

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## LINKS

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[LinkedIn](#)

[Portfolio](#)

## Social Media Specialist/Assistant

Stewart Team of Realtors, Lawrence, KS — Dec 2021 – May 2024

- Managed two company social accounts with 4+ weekly posts, improving follower engagement and content cadence.
- Created printed marketing materials such as postcards and booklets to support property listings and open-house promotions.
- Tracked social media analytics to inform content calendars and achieve measurable improvements in post performance.
- Designed social media posts and promotional media to maintain brand consistency and increase listing visibility.
- Monitored platform metrics to identify best-performing post formats, adjusting tactics to achieve more consistent audience retention.
- Oversaw brand assets and templates to ensure on-message collateral across channels, reducing revision cycles and preserving professional standards.

## Freelance Marketing Specialist

2020 – 2023

- Supported local artists with targeted marketing campaigns to increase event attendance and online engagement.
- Wrote clear, media-ready press releases to circulate the online press networks.
- Designed and launched artist websites focused on conversion and usability, improving online discovery and contact rates.
- Tracked social media analytics to inform content strategy and report audience growth and campaign performance.

## Front of House

Papa Keno's Pizzeria, Lawrence, KS — Jul 2020 – Dec 2021

- Delivered attentive front-of-house service while processing high volume orders to maintain steady table turnover.
- Resolved customer complaints through calm de-escalation, restoring satisfaction and retaining repeat business.
- Managed cash handling and daily reconciliations with precise procedures to protect revenue and ensure accurate shift closings.

## Front of House

Spin! Pizza, Lawrence, KS — May 2019 – Jul 2020

- Delivered attentive front-of-house service while processing high volume orders to maintain steady table turnover.
- Resolved customer complaints through calm de-escalation, restoring satisfaction and retaining repeat business.
- Managed cash handling and daily reconciliations with precise procedures to protect revenue and ensure accurate shift closings.

## Front Desk Attendant

Genesis Health Clubs, Lawrence, KS — Nov 2018 – May 2019

- Delivered front-desk service handling member check-ins and transactions.
- Resolved escalated member concerns and restored satisfaction through calm negotiation and clear solutions.

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## EDUCATION

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### BSJ in Journalism and Mass Communications

University of Kansas, Lawrence, KS — Aug 2021 – May 2025

Minor in Psychology

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## ADDITIONAL INFORMATION

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### Involvement

- **SOLID Nashville Mentorship Program- November 2025 – Present**
- **Jayhawk Jukebox- William Allen White School of Journalism**
  - **Head Producer- January 2024 – January 2025**

Managed a team to produce a regularly streamed TV show titled Jayhawk Jukebox through assigning roles, creating a rundown, writing scripts, and handling any issues that arose during the broadcast.
  - **Assistant Producer- January 2023 – January 2024**

Assisted the head producer in managing a team to produce a regularly streamed TV show titled Jayhawk Jukebox through creating a rundown, writing scripts, handling any issues that arose during the broadcast, and stepping in when the head producer was absent.
  - **Cast- October 2022 – January 2023, January 2025 – May 2025**

Worked on a team to produce a regularly streamed TV show titled Jayhawk Jukebox through running audio, managing cameras, running a teleprompter, or creating and starring in a segment on camera.
- **Alpha Delta Pi Sorority- September 2021 – Present**

### Volunteer and Community Service

**Warm the World- 2025** Knitting hats and scarves for the homeless.

**Shy 38 Farm Sanctuary- 2024** Helped with the morning farm set up, as well as helping water and feed the animals.

**Festival of Trees- 2023 – 2024** Helped run the local festival of trees around Christmas time to raise money for a local children's shelter.

**Lawrence St. Patrick's Day Parade Committee- 2022 – 2023** Helped with the Check-in and Parade organization for the local St. Patrick's Day parade.

**Pulling for a Change- 2021 – 2023** Helped run local carriage rides that would operate around Christmas time to raise money for a local children's shelter.

**Ronald McDonald House Charities- 2021 – PRESENT** Through my sorority, I would regularly fundraise for the organization and began collecting pop tabs to help pay the local house's bills. Annually, I would go to the Ronald McDonald house in my area and help out by cooking a meal for the families staying there.

### Awards

- JEMKC Ron Clemons Editorial Leadership Award
- JEMKC Online Breaking News Content- 2nd place
- KSPA Regional Yearbook Copywriting- 5th
- KSPA State Yearbook Copywriting- 4th