

# Alexandria Brown

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## Portfolio & LinkedIn

Examples of my work and Portfolio can be found online at [www.alexandriascarlet.com](http://www.alexandriascarlet.com)

My LinkedIn can be found at [www.linkedin.com/in/alexandria-brown02](http://www.linkedin.com/in/alexandria-brown02)

## Summary

**Marketing & Communications Specialist** 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 creative marketing strategies in a client-focused, brand-driven environment.

## Skills

### Marketing & Strategy

- Social Media Marketing
- Event Promotion
- Copywriting
- Customer Service
- Content Planning
- Press Release Writing

### Design Tools

- Adobe Creative Suite
- Canva
- Graphic Design
- Microsoft Office
- Google Suite

### Web & CMS

- Wordpress
- Wix
- Hootsuite
- Rundown Creator

### Media & Production

- Script Writing
- Audio Operations
- Video Production
- Teleprompter
- Team Leadership Under Deadline

### Soft Skills

- Leadership
- Problem-Solving
- Client Relationship Building
- Adaptability
- Solution-Oriented Mindset

## Related Experience

JANUARY 2025 - MAY 2025

### **Lied Center of Kansas, Lawrence, KS – *Marketing Intern***

- Assisted the marketing team with promoting upcoming shows and events
- Designed and distributed promotional flyers
- Wrote press releases- one of which was picked up by a local newspaper
- Served as a copy editor for written materials
- Applied my pre-existing marketing skills to a professional setting in the entertainment industry

DECEMBER 2021 - MAY 2024

### **Stewart Team of Realtors, Lawrence, KS – *Social Media Specialist/Assistant***

- Managed 2 social media accounts with an average of 4+ posts a week
- Created marketing materials such as postcards and booklets
- Tracked social media analytics to successfully plan content calendars
- Designed social media posts and promotional media
- Helped out in an assistant role around the office

## Other Experience

MAY 2024 - June 2025

### **Lawrence Country Club, Lawrence, KS – *Food and Beverage***

- Delivered efficient customer service in a fast-paced environment
- De-escalated situations and resolved customer concerns

JULY 2020-DECEMBER 2021

### **Papa Keno's Pizzeria, Lawrence, KS – *Front of House***

- Delivered efficient customer service in a fast-paced environment
- De-escalated situations and resolved customer concerns

MAY 2019 - JULY 2020

### **Spin! Pizza, Lawrence, KS – *Front of House***

- Delivered efficient customer service in a fast-paced environment
- De-escalated situations and resolved customer concerns

NOVEMBER 2018 - MAY 2019

### **Genesis Health Clubs, Lawrence, KS – *Front Desk Attendant***

- Delivered efficient customer service in a fast-paced environment
- De-escalated situations and resolved customer concerns

## Education

AUGUST 2021 - MAY 2025

**University of Kansas, Lawrence, KS** - *BSJ in Journalism and Mass Communications*  
Minor in Psychology

## College Involvement

**Jayhawk Jukebox**– William Allen White  
School of Journalism  
2022 – 2025

**Head Producer**- January 2024- January 2025

Managed a team to produce a regularly streamed TV show 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 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 through running audio, managing cameras, running a teleprompter, or creating and starring in a segment on camera.

### Alpha Delta Pi Sorority

Active Member

2021 – 2025

*Alumnae*

2025-PRESENT

## Awards

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

## 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 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.