



# ALEXANDRIA BROWN

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## Summary

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With a Bachelor of Science in Journalism from the University of Kansas, I built experience in marketing, publicity, social media, multimedia production, and administrative support through roles both in the entertainment industry and outside. In college I strengthened my leadership, creative problem-solving, and collaboration skills while serving as head producer on a student-run music and entertainment broadcast. My experience includes content creation, creation of press materials, media outreach, event marketing, brand development, and administrative coordination through managing calendars, client communications, research, and organizational support in fast-paced environments. I'm passionate about using creativity, organization, and communication to help others build meaningful connections with their audiences.

## Skills

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• Social Media Marketing • Public Relations • Media Relations • Media Outreach • Copywriting • Press Release Writing • Email Marketing • Campaign Coordination • Graphic Design • Video Editing • Content Strategy • Brand Management • Promotional Asset Design • Canva • Microsoft Office • Google Workspace • WordPress • Wix • Asana • Slack • Rundown Creator • Market Research • Media List Development • Project Coordination • Asset Management • Guest Relations • Customer Service • Ticket Sales • Conflict Resolution • Relationship Building • Communication • Leadership • Time Management • Adaptability • Problem-Solving

## Experience

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Music City Media, Nashville, TN

**Intern**

05/2026 - *Current*

- Edited and proofread press releases, media pitches, promotional copy, and email campaigns.
- Designed social media graphics, tour assets, booking sheets, album artwork, and promotional marketing materials.
- Produced and edited short-form video content, including visualizers, reels, interview clips, music videos, and promotional videos.
- Executed media outreach through targeted pitch emails, follow-up communication, and relationship building with media contacts.
- Researched and developed media, podcast, festival, cruise, venue, and industry contact lists to support publicity campaigns.
- Organized digital photo and video assets using cloud-based file management systems.
- Supported artist marketing and publicity campaigns from content creation through media outreach and promotional execution.

Bavarian Bierhaus, Nashville, TN

**FOH**

06/2026 - *Current*

- Provided attentive front-of-house service
- Processed high-volume orders for efficient table turnover.
- Resolved customer complaints through effective de-escalation, restoring satisfaction and promoting repeat business.

Ryman Auditorium | Nashville, TN  
**Box Office Attendant**  
09/2025 - Current

- Supervised front of house operations including seating arrangements, table set-ups, busing tables.
- Processed ticket sales and reservations at high-volume box office while maintaining accurate POS records.
- Resolved ticketing issues and customer disputes promptly to minimize escalations.
- Prepared will-call and artist ticket packets, ensuring timely delivery and accuracy.
- Managed VIP check-in and credentialing during events to enhance guest experience.
- Maintained professional interactions with patrons during high-pressure shows, fostering loyalty and encouraging repeat attendance.

Lawrence Country Club | Lawrence, KS  
**Food and Beverage**  
05/2024 - 06/2025

- Executed prompt table and counter service, ensuring order accuracy and timely deliveries.
- Resolved customer complaints by employing calm de-escalation techniques to reduce repeat incidents.
- Enhanced guest satisfaction through effective solutions, fostering positive relationships.

Lied Center of Kansas | Lawrence, KS  
**Marketing Intern**  
01/2025 - 05/2025

- Designed and distributed targeted promotional flyers, increasing event awareness across campus.
- Wrote press releases, resulting in media pickup by a local newspaper.
- Edited copy for marketing materials to ensure accuracy and consistent messaging.
- Leveraged marketing experience to enhance promotional quality in professional entertainment settings.
- Reviewed and standardized promotional materials, ensuring accuracy and branding consistency.

Stewart Team of Realtors | Lawrence, KS  
**Social Media Specialist/Assistant**  
12/2021 - 05/2024

- Managed two company social accounts, generating four or more weekly posts to enhance follower engagement.
- Created printed marketing materials, including postcards and booklets, to support property listings and open-house promotions.
- Tracked social media analytics to refine content calendars and improve post performance metrics.
- Designed social media posts and promotional media to ensure brand consistency and increase visibility of listings.
- Monitored platform metrics to identify effective post formats, adjusting strategies for better audience retention.
- Oversaw brand assets and templates, ensuring cohesive messaging across channels while reducing revision cycles.
- Helped out as an admin assistant helping with contracts, fetching clients for meetings from the front office, running errands, and doing bank deposits.

Freelance | Lawrence, KS  
**Marketing Specialist**  
01/2020 - 01/2023

- Developed targeted marketing campaigns that increased event attendance and online engagement for local artists.

- Crafted media-ready press releases distributed through online press networks.
- Designed and launched artist websites focused on conversion, enhancing online discovery and contact rates.
- Tracked social media analytics to refine content strategy and report on audience growth and campaign performance.

Papa Keno's Pizzeria | Lawrence, KS

**Front of House**

07/2020 - 12/2021

- Provided attentive front-of-house service while processing high-volume orders to optimize table turnover.
- Resolved customer complaints through effective de-escalation, restoring satisfaction and securing repeat business.
- Managed cash handling and daily reconciliations with precision to safeguard revenue and ensure accurate shift closings.

Spin! Pizza | Lawrence, KS

**Front of House**

05/2019 - 07/2020

## Education

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University of Kansas | Lawrence, KS

**Bachelor of Science** in Journalism And Mass Communications

05/2025

- Member of Alpha Delta Pi, 2021
- Media Crossroads: Jayhawk Jukebox Cast Member and Producer, 2022-2025

## Websites, Portfolios, Profiles

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- [LinkedIn](#)
- [Portfolio](#)

## Involvement

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Mentee, SOLID Mentorship Program- Nashville, Tennessee (2026)

Philanthropy, Ronald McDonald House Charities (2021- Present)

Volunteer, Warm The World- Lawrence, Kansas (2025)

Volunteer, Shy 38 Farm Sanctuary- Lawrence, Kansas (2024)

Volunteer, Festival of Trees- Lawrence, Kansas (2023-2024)

Volunteer, Lawrence St. Patricks Day Parade Committee- Lawrence, Kansas (2022-2023)

Volunteer, Pulling For A Change- Lawrence, Kansas (2021-2023)