



ALEXANDRIA BROWN

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Summary

Marketing & Communications Professional with a BSJ in Journalism and experience in social media, event marketing, and multimedia production. Former Producer of a streamed TV show with expertise in leadership, team-building, design, and copywriting. Committed to leveraging skills in a client-focused, brand-driven environment within the entertainment industry.

Skills

• 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

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.
- Supervised front of house operations including seating arrangements, table set-ups, bussing tables.

Ryman Auditorium | Nashville, TN

Box Office Attendant

09/2025 - Current

- 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

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

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

Involvement

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)