

# ALEXANDRIA KELLY

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## EDUCATION

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**Ohio University, College of Business & Patton College of Education** | Athens, Ohio May 2027  
*Bachelor of Business Administration & Human and Consumer Sciences*  
Major: Marketing & Retail and Fashion Merchandising  
GPA: 3.8

## EXPERIENCE

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**Lakebound Pizza** | Millersport, Ohio May 2024 - August 2024  
*Hostess*

- Dedicated to effectively communicating with customers and fellow employees, providing outstanding customer service every shift and resulting in customer loyalty.
- Actively managed a cash register, accurately handling transactions and finances over \$1,000, and maintaining an organized space. Ensuring I thoroughly review to account for all details correctly.
- Collaborated with team members to ensure a smooth & efficient workflow during peak hours, created a welcoming atmosphere, ensuring customer satisfaction with every experience.

## LEADERSHIP ACTIVITIES AND MEMBERSHIPS

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**Alpha Gamma Delta** | Athens, Ohio January 2024 - Present  
*Vice President of Recruitment*

- Lead and coordinated recruitment efforts for the sorority, overseeing planning, execution, and promotion of events to attract prospective members. Evaluated and analyzed recruitment data.
- Organized and managed recruitment events, ensuring effective member participation and alignment with chapter values. Trained and guided chapter members on recruitment technique.

**Fashion Associates** | Athens, Ohio August 2024 - Present  
*Vice President*

- Coordinated with peers on fashion Shows, networking events, and workshops, highlighting skills in creativity, teamwork, and event coordination. Overseeing that everything goes smoothly.
- Developed a deeper understanding of the ongoing trends within the fashion industry through hands-on experiences and engagement with industry professionals. Learned about the industry thoroughly.
- Contributed to the marketing strategy for events, increasing social media engagement by 40%.

**Phi Upsilon Omicron Honor Society** | Athens, Ohio September 2024 - Present  
*Secretary*

- Inducted into this selective national honor society in family and consumer sciences for academic excellence, leadership, and service, fostering a commitment to excellence and mentorship
- Engaged in a conference at the University of Wisconsin-Stout, networking with different chapters of Phi Upsilon Omicron, helping to gain personal and professional connections.
- Teamed with fellow honor society members to promote educational initiatives and community service projects, building connections with industry professionals and alumni.

## TECHNICAL & WEBSITE DEVELOPMENT SKILLS

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- Conceived, designed, and developed a personal website independently to highlight a professional portfolio, skills, and achievements. Increasing site views in the last 30 days to 42 views per month.
  - Implemented and designed a personal website to highlight marketing expertise and professional journey. Includes a blog section that shares background, values, and aspirations.