

Alexandria R. Duque

Alexandriarduque@gmail.com | linkedin.com/in/alexandriarduque | Alexandriarduque.com | (504) 421-0442
Washington, D.C.

Experience

Digital Manager | Senator Bob Casey

June 2024- Present

U.S. Senate, Washington, D.C.

- Grew Instagram reach by 478%, followers by 143%, and content interactions by 600% through strategic and original content creation such as graphics, short format videos, and infographics.
- Collaborate with the press and legislative team to prepare a weekly content schedule that communicates the Senator's priorities
- Manage the Senator's website, newsletter, and online presence daily while keeping up to date with social trends and audios

Press/Digital CHCI Fellow | Congresswoman Veronica Escobar

August 2023 - May 2024

U.S. House of Representatives, Washington, D.C.

- Drafted weekly quotes, statements, video scripts, social media posts, and press releases promoting the Congresswoman's agenda, while uplifting caucus-wide messaging
- Optimized photography and videography skills to create diverse digital content across multiple social media platforms
- Spearheaded the Instagram Reel Series 'Congress 101,' targeting politically unengaged audiences by making congressional information more accessible in English and Spanish. This resulted in a 3.6% increase in followers over two months and doubled our reach

Intelligence Analyst

April 2017 - Present

Army National Guard, New Orleans, Louisiana

- Brief leadership with carefully analyzed and consolidated data to analyze courses of action and account for the likely risks
- Research and cross-reference intelligence from multiple sources to identify potential threats and coordinate operations
- Hold a Top Secret Clearance

Communications Manager and Bartender

April 2021 - November 2022

The Radio Bar, Baton Rouge, Louisiana

- Enhanced customer service and sales by introducing and up-selling menu items, increasing the percentage of total sales by 10% per check
- Boosted social media following by 49% through influencer marketing and staying current on social trends
- Organized and promoted events to the customer's experience and attracted new customers through paid digital advertisement, connecting with local vendors, and sending out advisories

Entertainment News Writer

April 2019 - January 2020

The Reveille LSU, Baton Rouge, Louisiana

- Composed three articles and reviews weekly for print and digital publication, consistently meeting deadlines
- Organized interviews with small business owners to create compelling stories and uplift minority-owned businesses
- Produced two top news stories receiving the most monthly digital interactions

Skills/Leadership

Congressional Hispanic Staff Association: Deputy Digital Director

Volunteering: DNC-Latinos con Harris phone banking, PA Dems-Harris for President phone banking, DNC- Get Out The Vote canvassing

Languages: Spanish and English, fluent

Skills: AP style writing, Media Literacy, Strategic Thinking, Interpersonal Communication, Intuitive Understanding of Behavioral and Social Trends, Digital Content Creation, Rapid Response

Digital Proficiency: Microsoft Office, Adobe: InDesign, Creative Cloud, Photoshop, Premiere Pro, Videography

Education

Louisiana State University, *Manship School of Mass Communication*

Graduated December 2022

Bachelor of Arts, Mass Communication concentration in Public Relations

Minor: English

Scholarships: Luke S. Bashore Traveling Scholar

Fellowship: Congressional Hispanic Caucus Institute- Public Policy Fellowship

August 2023- May 2024