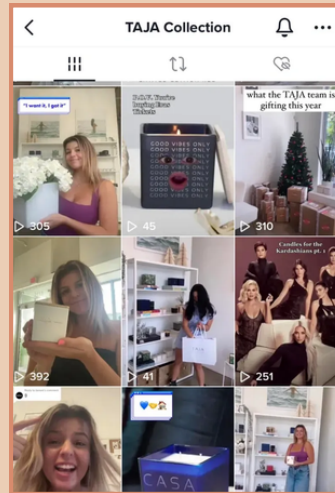
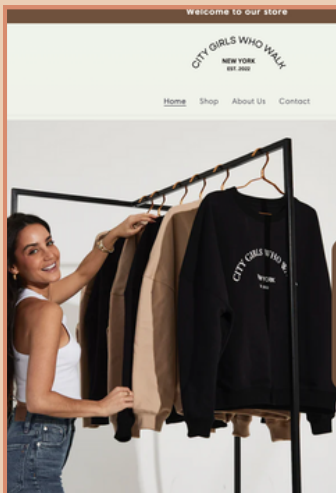


PORTFOLIO

2025

NEW YORK, NY



**ALEXANDRA
HOPFENBERG**

MY RESUME, EXPERIENCES,
CREATIVE BACKGROUND
& MORE AT A GLANCE



[My Website Linked Here](#)
[My LinkedIn Linked Here](#)

**All images in this document
are linked and clickable.*

Welcome! This portfolio is a curation of my creative and professional work, including past experiences, media kits, campaigns, and more. It brings together the virtual aspects of my career into one place, offering a clear and thoughtful look at the projects I am proud to share.

I am a social media and public relations professional with a degree in Strategic Communications and Marketing from the University of Miami. I specialize in creating and proposing media strategies, marketing campaigns, and events that engage diverse audiences, with a particular focus on leveraging Generation Z's perspective. I value hard work, an open mindset, and the ability to thrive both independently and in collaborative environments. During my academic career, I was recognized on the President's Honor Roll twice, the Provost's Honor Roll three times, and the Dean's List three times. I approach every project with creativity, strategic thinking, and a genuine passion for communication and storytelling.

*Alexandra
Hopfenberg*

Resume

Alexandra Hopfenberg

New York City • alexandra@hopfenberg.com • [LinkedIn](#) • [Website](#) • [Gondola](#)

Strategic Communications and Social Media Professional with experience building brand presence through creative storytelling, community engagement, and partnership development. Skilled at managing cross-platform content strategies, planning high-impact events, and executing public relations initiatives that strengthen brand equity and audience loyalty. Passionate about connecting brands to communities in meaningful and innovative ways.

Experience

City Girls Who Walk, City Girls Who Care Social Media Manager & Event Coordinator

New York, NY
November 2023 – Present

- Planned and executed 215+ events, driving consistent community engagement through weekly walks, volunteer initiatives, fitness classes, book clubs, happy hours, and more high-visibility activations.
- Created and published multimedia content for [TikTok](#) (17K+ followers) and [Instagram](#) (90K+ combined followers), generating increased reach and engagement, with additional exposure through collaborative posts with the City Girls founder (3.3M+ collective followers).
- Led the creative direction, redesign, and distribution of a monthly newsletter to 16,000+ growing subscribers.
- Designed, built, and maintained City Girls Who Walk's [Linktree](#), [Shopify](#) (front- and back-end), [Luma calendar pages](#) for 230+ events across three brands (15,000+ subscribers), and [Amazon Storefront](#), regularly updating products and content to align with trends and seasonal offerings.
- City Girls partnerships include but are not limited to: Meta, CVS Health, Canada Goose, Dove, Gymshark, The New York Yankees, Koia, Hawaiian Tropic, Ole Henriksen, The Outset, Supergoop!, and Origins.

Crain Currency Writer & Researcher

New York, NY
November 2023 – November 2024

- Research financial topics and emerging trends to create well-sourced, high-quality articles, supporting editorial content development for a growing media platform.
- Translate complex financial concepts into accessible, engaging content aligned with audience interests.

The Sculpt Society Growth Marketing Coordinator

Coral Gables, FL
January 2023 – August 2023

- Produced targeted TikTok and Instagram content that reached 300k+ followers, aligning with brand positioning to expand awareness among college audiences.
- Proposed and developed three event activation strategies tailored for University of Miami students to drive user acquisition and engagement.

TAJA Collection Public Relations & Social Media Intern

Coral Gables, FL
August 2022 – December 2022

- Increased TikTok engagement by 600%+ and drove significant Instagram growth through interactive, branded campaigns.
- Cultivated influencer relationships through strategic gifting initiatives and event partnerships, expanding brand reach.
- Organized brand events and scouted 15+ new pop-up collaboration opportunities with local and national retail and hospitality partners.
- Planned marketing and social content and shoots, while organizing and maintaining a media library across seasons.

Education

University of Miami

Coral Gables, FL

Bachelor's Degree: Strategic Communications, Public Relations, and Marketing | 3.88 GPA
Honors: President's Honor Roll (2x), Provost's Honor Roll (3x), and Dean's List (3x)

Study Abroad

Rome, Italy
Glasgow, Scotland

Coursework in communications, marketing, business, event planning, and social media.

Skills

- Technical: Adobe Creative Suite, Microsoft Word and PowerPoint, Instagram, TikTok, Facebook, Shopify, Pinterest, Canva, CapCut, LinkedIn, Basic Excel Understanding, and In-App Social Media Tools.
- Industry-based: Strategic Communications, Public Relations, Advertising, Brand Storytelling, Social Media Strategy, Content Development, Campaign Management, Influencer Marketing, Community Outreach, Event Planning and Brand Activations, Newsletter Creation, and Email Marketing.
- Individualized: Motivated Team Player, Organization, Multitasker, Strategic Thinker, Collaborative, Adaptable, Loyal, and Results-Driven.

City Girls Who Walk

Social Media Manager & Event Coordinator: Nov 2023 - Present

-Planned, coordinated, and executed over 150 brand-aligned events, significantly expanding community engagement and elevating brand awareness.

Led social media initiatives across TikTok and Instagram, reaching 17.5k+ and 85k+ followers respectively, and collaborated with a founder's network of 3.3M+ followers to amplify messaging.

Developed and deployed monthly email marketing campaigns, growing the newsletter subscriber list to 13,000+ and increasing open and click-through rates.

City Girls partnerships include but are not limited to: Meta, CVS Health, Canada Goose, Dove, Gymshark, The New York Yankees, Old Navy, Koia, Hawaiian Tropic, Ole Henriksen, The Outset, Supergoop!, and Origins.

City Girls Who Care

Social Media Manager & Event Coordinator: Nov 2023 - Present

City Girls Who Care is the philanthropic branch of City Girls Who Walk.

Its mission is to give back to the City Girls Who Walk and New York City communities by sharing their time and energy with those in need.

As the social media manager and event coordinator:

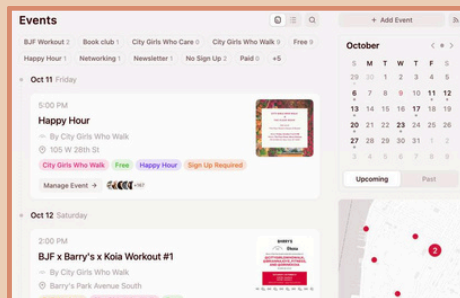
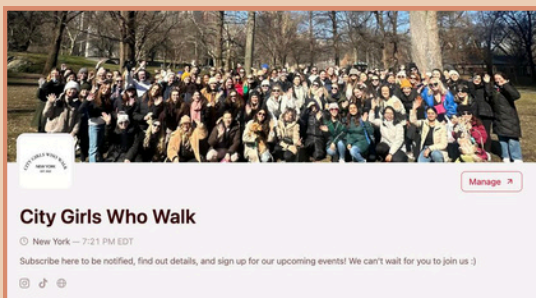
- Aided in planning and executing 20+ volunteering events.

- Volunteering partners included, but were not limited to: God's Love We Deliver, The Migrant Kitchen Initiative, Only Make Believe, Little Saint Nick, and Second Chance Rescue.



Linktree

Created and regularly updated the brand's Linktree. Linktree is a personalized landing page shared with one's audience where multiple links can live in one place.

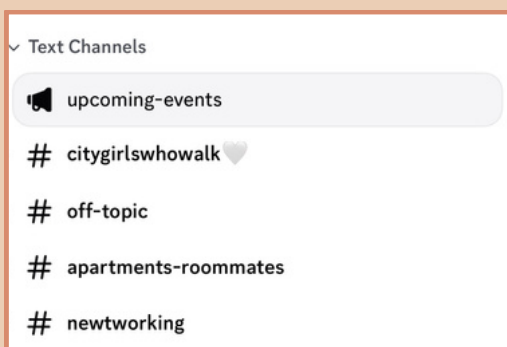
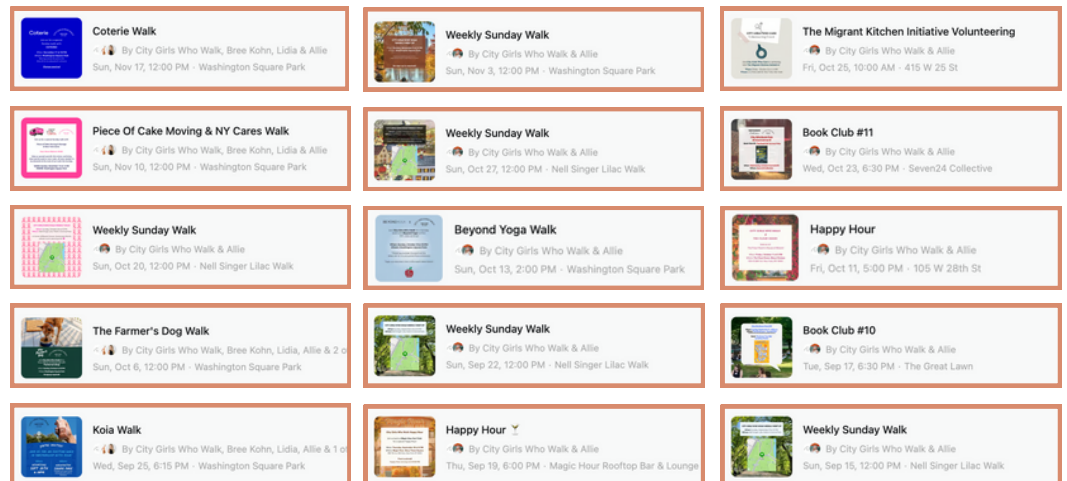


Luma

Created & regularly updated City Girls Who Walk's and Care's events and calendar pages on Luma.

My Luma

Shows my current, previously hosted & attended events with City Girls Who Walk & Care.

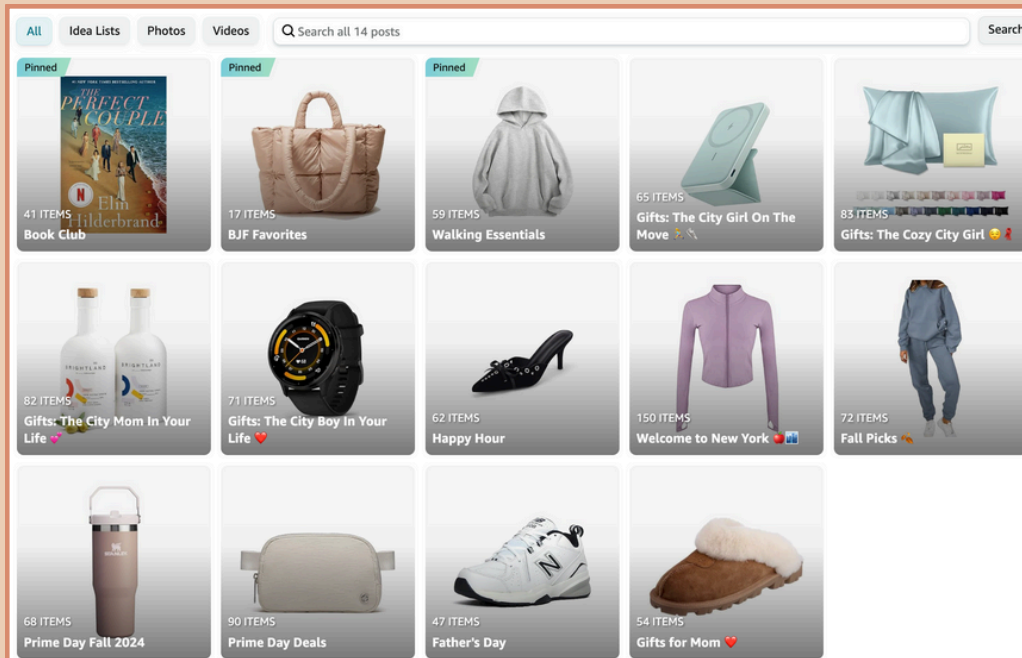
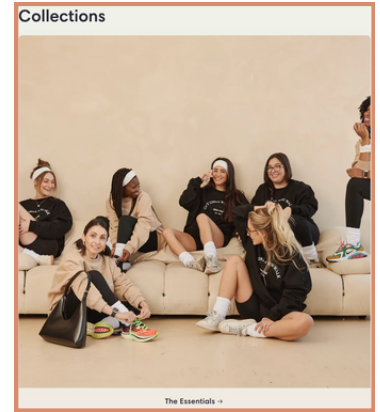
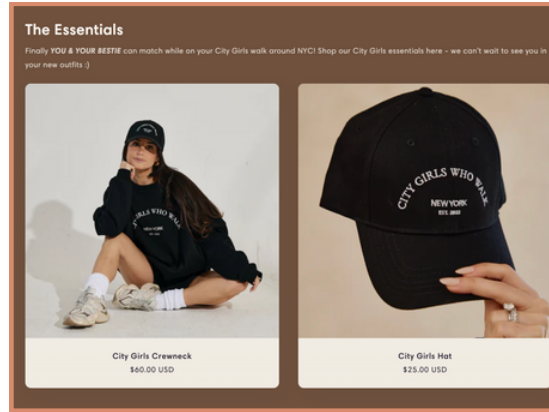
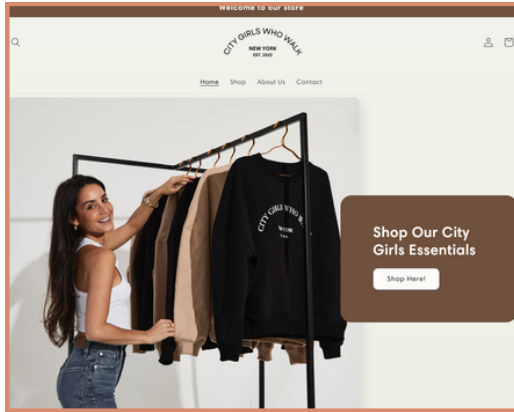


Discord

Updated & engaged with City Girls Who Walk's Discord community posting updates about events and what is happening. Created Networking along with Apartment and Roommates channels for members.

Website

City Girls Who Walk Shop: Made and maintained the Shopify website to sell merch.



Amazon

Made City Girls Who Walk's Amazon storefront. Regularly updated 'Idea Lists' & products according to trends & seasons.

Newsletter

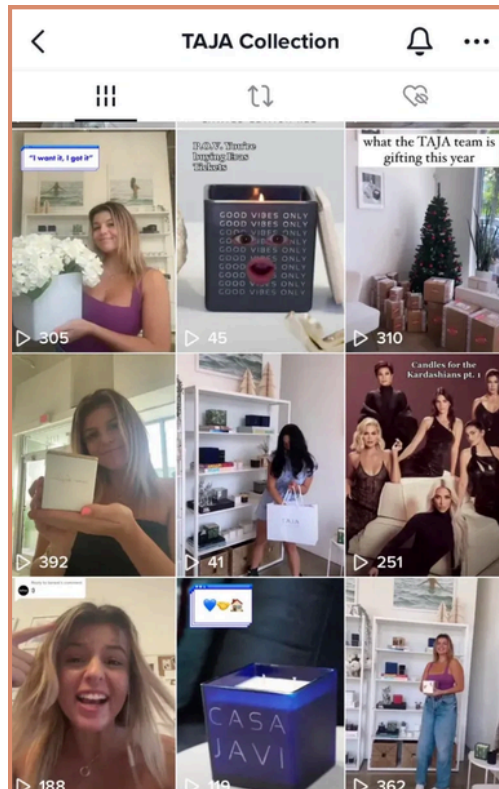
Made & sent out our monthly newsletters to 13,000+ subscribers.



TAJA Collection

Public Relations & Social Media Intern: August 2022 - December 2022

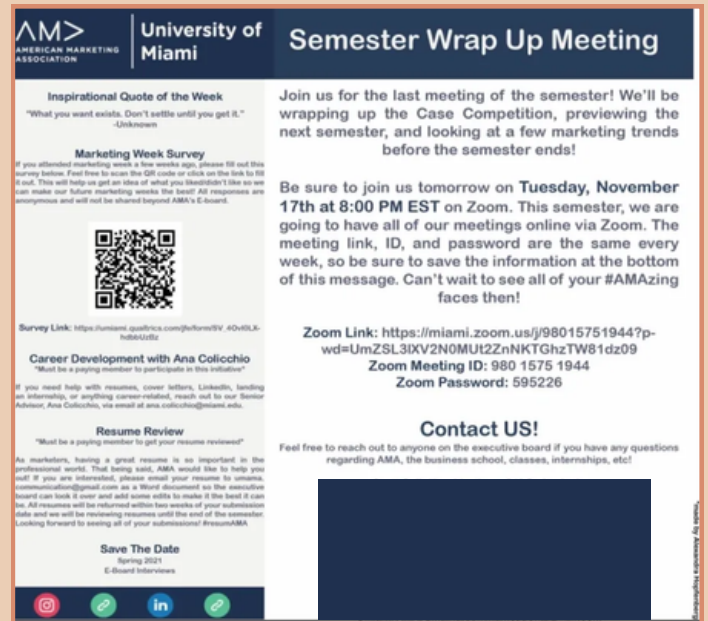
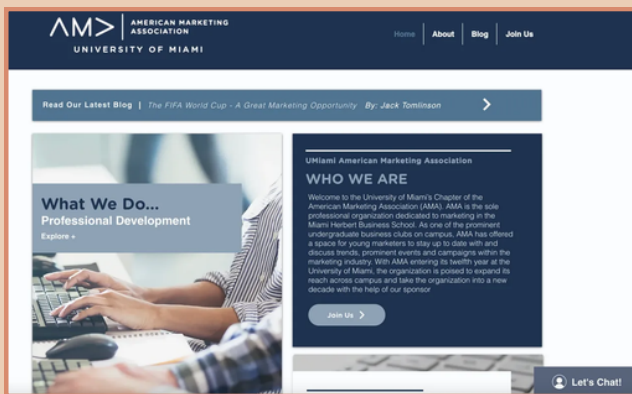
- Increased Instagram following by 1,500+ due to compelling polls, collages, videos, reels, and Q&As.
- Grew TikTok: +265.92% in video views, +367.29% in profile views, +619.39% in likes, +272.22% in comments, and +200% in shares.
- Increased TikTok engagement: +296.35% in video views, +370.09% in profile views, +600.99% in likes, +275% in comments, and +200% in shares.
- Maintained social media calendars, reached out to 100+ micro to mega influencers, offered and sent out gifts to creators, and coordinated for industry professionals and creatives to attend our events and post content.
- Identified department stores and 15+ companies and restaurants in Miami and nationally that TAJA could collaborate with to create pop-up events.
- Planned marketing campaigns and photo shoots, and organized the media library with 600+ images across multiple seasons.



American Marketing Association (AMA)

Chief Content Officer: December 2020 - September 2021

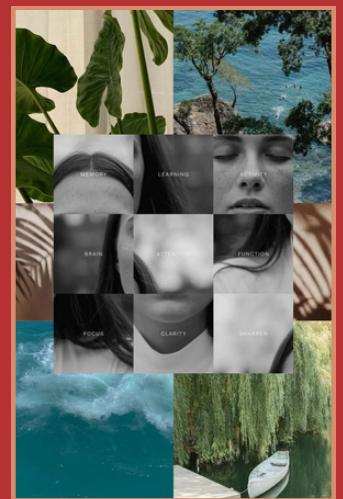
Responsible for bringing together developed consulting projects' content and creating graphics, PowerPoints and samples for companies, clients and the club as needed. Additionally designed their website and weekly email to showcase upcoming events and what was happening (seen below and to the right).



SWTCH Underwear

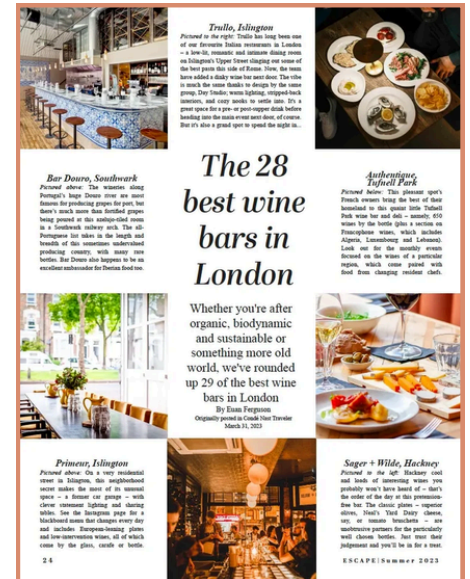
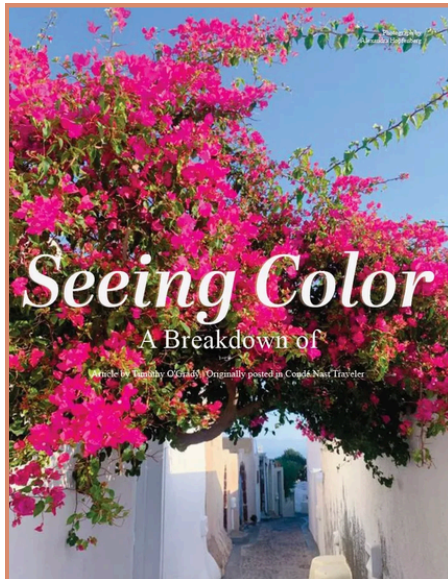
Social Media Marketing Intern: September 2020 - May 2021

- Aligned all visual design and brand messaging elements to deliver consistency across digital advertising and marketing platforms.
- Promoted Swtch's social media by implementing SEO optimization. Further utilized platforms such as Instagram and Pinterest regularly, engaging daily.
- Completed in-depth analyses of competitor ads, keywords, bids and landing page activities.
- Improved short- and long-term marketing strategies.
- Created 'Hello Cards' for the brand as they launched their first product. These cards went out with every initial package shipped (seen below).



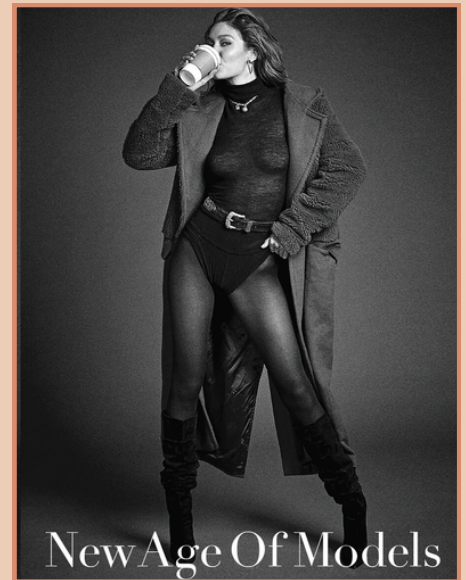
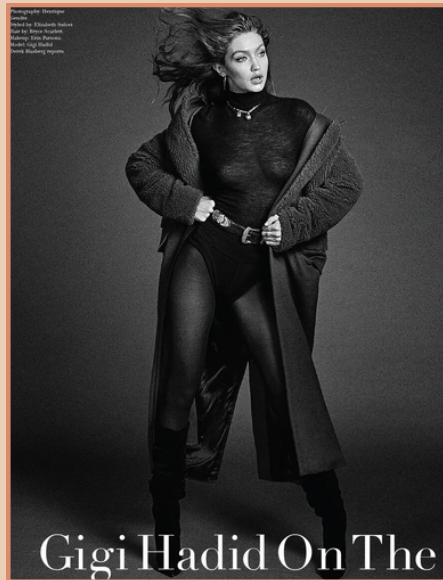
ESCAPE by Me

I created and designed a 36-page cross-platform niche publication titled 'ESCAPE' for those who, at their core, love to travel.

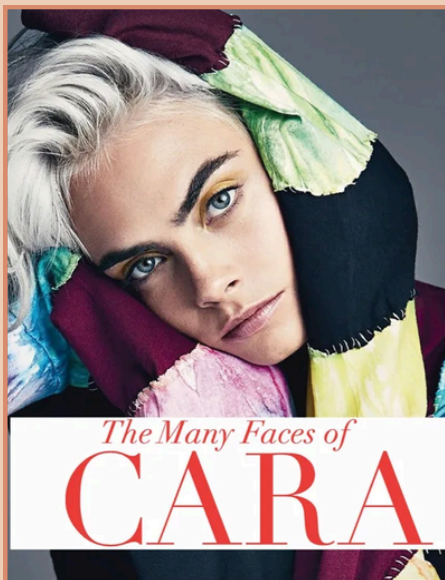


VOGUE by Me

Designed a 20-page mock magazine inspired by Vogue. I decided the cover story, what campaigns to include, page layouts, and overall creative concept.



Additional spreads and stories designed by me inspired by VOGUE and Harper's Bazaar.



We begin to talk about acting. Delevingne first realized she had discovered a talent in a chemistry class at 14. At one, a fake bomb went off and she jumped from the stage. Twenty minutes later, taking her bows, she realized she'd broken out in a sweat. "I was like, 'That's weird. I'm sweating. What the f—?'" she laughs. "This is the power of acting." She's always talked about her Hollywood ambitions, but several years ago, she began to pivot away from modeling. "She still works with brands like Puma and Versace, but she's been doing a lot of acting in the States, as much as possible." The road from fashion to movies is strewn with cautions, but Delevingne is proving an exception, winning a Best Actress nomination for her role in *Queen of Hearts* (the YA dramedy Peter Jackson's 2015), a witchy superstition in *Isle of Dogs* (2016), an intergalactic cop in *Valerian and the City of a Thousand Planets* (2017), and an indie darling in *Just Before I Go* (2018). "She's like, 'I can't find a role that I can't play,' adept at using those famous faces and flashing eyes to communicate subtle emotional turns."

Delevingne plays Vignette Stonemoss, a spunky fairy who rails against the emerging caste system. Orlando Bloom, her costar, tells me she was perfect for the part: "Vignette is this feisty, vibrant, strong, independent go-getter...All of Cara's personal characteristics played beautifully into the role."

Delevingne calls the show "the first [thing] I've done where I'm

[illegible]

"Someone giving me an identity was just such so much easier than being myself."

from an early age I always felt I didn't belong." And her family, which includes two elder sisters and an older half-brother, didn't have the language to talk about it all. Young Cara took on a caregiving role with her mom. "It was a nurturing child and wanted to make sure everyone was OK. It didn't feel wrong. But looking back, I'm like, 'You know I shouldn't have been put in that position.' She trails off before clarifying: "But I wasn't put in it, it just happened."

[illegible][illegible]

She brings a similarly gang-bro attitude to sex, or at least to

talking about it. In interviews, she laughs about getting busy on air-planes and confesses she finds it easier to give pleasure than to receive it. When she and Benson were recently photographed carrying home a box containing a piece of exotic furniture, they single-handedly introduced "sex bench" into the American vernacular. (Delfevigne rolls her eyes: "Definitely not on purpose.") But she's proud of her sex positivity. "I'm not just talking about sex for sex. I'm talking about experience, whether it's abuse or confusion, positive or negative." She winces remembering her repressed introduction to the topic at 14: "My mom decided to tell me that Father Christmas was 'real. And in the same conversation, she said, 'By the way, let's talk about the sex thing.'"

It's time for me to go, I take, calls fitting is terrible. In Delving's powder room, the wallpaper is a sumptuously banana-fleck print as the fabric on the chairs outside, but the toilet is something else: hand-painted, seat and all, in Mexican Talavera-style florals, like a little functional sculpture. It is by far the coolest toilet I've ever had the pleasure of peeing in, but it's not necessarily the coolest one in Delving's very extra toilet repertoire. That honor might go to the side-by-side pair she installed in her London house so her friends can "pee and talk." That, she says, "is my favorite thing in the world."

[illegible]

"Work to me was such an escape. I don't like to use it that way anymore. I want to use it as a platform, where I'm not just ranting about my problems."

Buying Myself Back

When does a model own her own image?
By Emily Ratajkowski
Photography: Tina York
Set Design: Eric Westman

[illegible]

2 HARPER'S BAZAAR October 2001

[illegible][illegible]

While we were together several years ago, my boyfriend befriended a guy who worked at an important international art gallery. The galleryist said we might want to take a look at this upcoming show of Richard Prince's "Instagram Paintings." The "paintings" were actually just images of Instagram posts, on which the artist had commented from his account, printed on oversize canvases. These were one of two in black-and-white: a male photographer of my body in profile, looking with my head on my hands, my eyes narrowed and looking on, an image that was taken for the cover of a magazine. European, especially my boyfriend, made me feel like I should be honored to

ever been included in the series, Richard Price is an important artist, and the implication was that I should feel grateful to him for drawing my single worthies of a painting. How violating! And a part of me was humiliated. I'd studied art at UCLA and could appreciate Prince's Baroque taste on Instagram. Still, I made my living off posting the photographs, and it felt strange that big-time, fancy artist worth a lot more money than I am should be able to trash one of my Instagram posts and sell it to his own Instagram posts.

The paintings were going for \$10,000 apiece, and my logistical wonder to keep some. At the time, I'd made just enough money to pay for half of a down payment on my first apartment with him. I was flattered by his desire to own the painting, but I didn't feel the same



23 weeks into

Above: Ratzlowski at her home in Los Angeles with the Richard Prince Instagram "posting" in 2016. Photo: Emily Ratzlowski

Below: Ratzlowski poses for a portrait style. Photo: Tina Tyrell

to own the piece as he or she strange to use that he or she boy back a picture of myself and my printed on the wall. I could then feel like the one I could count how I present world, a desire to my autonomy. But that picture every day at my own grid.

In my reflection's disappo- gressing financial world, I later to say a big time collection.

I know of the greatest time of different people and or more, as it didn't take him what actually happened to the giant image of me was longer than his New York City.

"It's kind of awkward," a said, describing the painting. "The collector's been looking naked you." Which is weird.

But it turned out Prince's Instagram. I had to use this one was still available. I a reproduction of a photo he appeared in Singapore. I was told. So for the show and a later, when the magazine came "Image" of my image, I have been there that that image.

look like myself. The male leary, there were two males, my hair and the editors had me to smile in a fake way. A few of the images of me in bed had posted one of those gay Prince then revised for this "y."

Prince's comment is that p among several others at the painting, alludes to an image of a queen with me on the beach. I wish, I wish the jester on this. No upset. All energy bunny on this," it reads. I liked the con on this one far better than the



Top right: Finnish dishes arranged by Eric Wuomaa. Photo: Emily Rangelowski

Bottom left: The New York Post headlines for Jonathan Lasker's gallery show in 2012 read, "Emily Rangelowski doesn't give us the art show." They were incorrect. Photo: L&L

the black-and-white spirit, when there you built a science lab called "Makers" and an interdisciplinary lab.

When I realized we had the right to procure this site, it was important to me that I own at least 50 percent of the building. So we decided to prep work from the artist and split the rest in the middle. I liked the idea of giving collecting art, and the Prince was a social surrealist. But I couldn't imagine not having a claim on that would hang in your home. As an artist, I'd been a collector of my compatriot, he'd worked hard. I should be appreciative. I thought it was his. Besides, I was a social realist enough to contribute \$150,000 on art. (A larger amount, regardless.)

When the price arrived, I was told we could either get other artists' Instagram paintings were his "studies," the social drafts of his work. My boyfriend asked the artist a month later, is it his black and white "study" artwork?

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[illegible]

...work, the photos were the world. Pictures for a person who is with whom I'd been taken out of trust ... were now being labeled and discussed ... and rated ... Barbara Schmit wrote ... the message that ... strange point: "You ... you thought you ... public life, but your ... in collecting ... you had power as be ... "I'd been destroyed, ... moments in flow and ... I'd tell out a week later ... perfectly round circle of ... the back of my head. ... day, I missed my ex ... which I could ... through what I'd ... again. I exchanged ... of these hundreds ... one image or ... had been taken from

Instagram painting the image from
on a prominent wall in my new
people saying they'd read about
it. If it was all over the place, I
my guests would cross their arms
Prince's command, and smile. They
said, "It's all over the place," I
said, "Is it German?" they'd
"It's about how angry you're
about the situation. It's about
your back, whispering, 'I think you're
Even the love and appreciation of
the people. It's about the love of
Her Of us. That's what I do. I
In fact, my agent told me I should
be a little more like a woman.
Leader would put me up and
said in Woodstock, for some
called Darius, and I'd said the
would be printed in the magazine
my name.

I was in a room with a woman with
She had known me since I was 13,
and acting jobs, but she began to
be a little more like a woman. I
dropped out of UCLA to pursue
regularly I opened an MBA and
collaborate with the BNY F. I made



and I. I bring the giant Sports Illustrated out, and sell in Los Angeles. When you tell 'Ole, you got one of me."

And study the painting: read them back to me to ask if I was seeing something painting.

I told my husband, whom I married his other sister, "perfect." I felt myself almost, I trusted, I had learned, I was the only thing I'd ever seen two different people, buy a less ticket from Penn. I'd signed some American, I'd signed for my fate. World Agency I'd never heard of at his place, she said. This editorial, something at the "response" would be all time for about two years.

I landed my first modeling, my career move seriously, I was serious, I was I was and was working company my first and only year at my doing anything fancy like the like. I was

retail. I don't know any of my retail. I don't know what any of my retail, they of course can be and do wherever the hell had ever valued school ever beginning to provide.

I locked up Jon's car. I thought, I saw a new fashion as he'd sort on film. A friend, I remember thinking. His photographs were pictures of his home and a very, retro images of a very smiling. Jon's room seems to be a great image. I thought, but I had seen. Maybe this is just the stuff of his Instagram? His people looked colonial. My Legit. I didn't have. Legit further. Besides, my full control of my life. I did what she told me to do. I tried, she was opposed and my portfolio so I could find jobs and enter the industry. As promised, she picked me up from the car in Woodstock. He had a car and was plainly dressed and a T-shirt. He seemed disinterested in me and I saw my eyes as he drove to the car across a field of grass (and he drove away).

Articles



Above is an article written by me for Crain Currency about global tasting menus (linked).

Happy Hour in Havana

Calle 23 Brings Cuban Flair to Coral Gables

by Lizzie Wilcox

There's a new happy hour hangout in town: Calle 23 Miami. Having opened in the beginning of March, they had to shut down just weeks after their grand opening. But since their grand reopening in May, it's been back to socially-distanced business. Located on Miracle Mile where Ponce de Leon and Tropicana used to be, Calle 23 offers deals on drinks and bites from 5 to 7 p.m. Tuesday through Sunday. That's right, they even have happy hour on the weekend. Complete with neon lights and tropical decor, you'll be transported from Miracle Mile to Havana.

During the two-hour time slot, their signature cocktails are all \$7. The cocktail menu includes a spicy margarita, mojito and the classic Moscow mule. The spicy margarita - made with Horchata Pina tequila, agave, jalapeno and lime - has the perfect amount of heat. The rim is salted with cayenne salt for a little extra kick. If you're not a fan of spicy cocktails, you can't go wrong with a mojito, which can be served classic or with flavors like passionfruit, mango and guava. For those who prefer sweet drinks, the passion caramel is like a neon-soaked rum punch, combining Crown aged light rum, caramel, passion fruit puree and citrus. They also have discounted wine by the glass and beer, which are \$5 and \$4, respectively.

The happy hour bites are also very reasonably priced, with everything costing \$6 except for the picadillo empanada, which is \$4. The meat on the ropa vieja tastes more like barbeque than Cuban, but we still enjoyed it. And the tomatillo española - a staple at any Hispanic restaurant - was simply delicious. You can kick it up a notch by adding chorizo for just \$1. Our favorite was the ham croquetas. Each order comes with three croquetas, so we definitely recommend getting at least two. The hardest part is letting them cool before devouring them.

Though Calle 23 is taking the place of Ponce, the ownership remains the same: The Greek duo of Ioannis "Yannis" Sotiropoulos and Eleni "Maki" Paloura. They also own Copper 29 down the street and Cienega Gourmet Espresso Bar a block away.

Calle 23 certainly attracts a younger crowd to the Mile, making it a nice post-work spot for the Millennials who work in the downtown. Happy hour ends at 7 p.m., but if you stick around for another hour on Friday, Calle 23 has a live band from 8 to 11 p.m.




Time to Shop Till You Drop

Won't You Be Our Neighbor? Our retailers need you.

by Mark A. Trowbridge



Holiday shopping has long been a national pastime in America, right back to the earliest days of the Sears, Roebuck Catalog and S&W Green Stamps. It was a one-month season bracketed by Thanksgiving week and Christmas Eve, creating less than a 30-day window to get it all done. Last minute shopping became a contact sport before there ever was a Black Friday. Small Business Saturday or Cyber Monday, and we evolved in all its red and green glory! It required in-person purchases, waiting in checkout lines, and managing your cash flow ever so closely - versus making a few clicks with a credit card to fill your online carts with the promise of free shipping and delivery by Christmas.

With the COVID-19 pandemic still creating havoc for our retailers and small businesses deep into the traditional fall season, holiday shopping takes on a whole new imperative and meaning this year. What a time to be alive right now and wow, what a time for 'tis the season! It is more than a new normal or pivot or way of doing business. It is the latest and greatest paradigm shift that will (hopefully) ensure our retailers thrive and survive to see another holiday season.

This past October, the holiday shopping season began before Halloween, arrived, with retailers promoting new and exciting merchandise, holiday-like sales and invitations to get your shopping done even earlier this year.

And boy did they mean early! By the time December arrives, there will have been numerous Black Friday sales (usually extended and then extended again), holiday-style ads covered in glitter and a call to action to shop early "while supplies last."

All of this was done to help our retailers stay afloat - and keep their doors open and team members employed - even if it meant only a few shoppers at a time allowed into the store to socially distance. Now comes the hard part - and the key ingredient. You and your wallet! We need all of you to step forward, start now and then finish off your holiday shopping late (checking them twice to see who's been naughty or nice), buy early and often, and well, maybe even upgrade that gift for the husband/wife/significant other, saavy mother-in-law, ungrateful nephew or creepy uncle.

All of our retailers need your extra special love this year (and honestly, a gift is better than a virtual hug) and the stores along Miracle Mile, in downtown Coral Gables and at the Shops at Merrick Park are ready to help you sparkle like a diamond. This is your year to make a statement, to make some noise, to pull out all the stops. This is your time to shine!

And how are retailers doing this holiday shopping season? Our small businesses, who we will celebrate again this year on Small Business Saturday, Nov. 28, in The City Beautiful. Won't you join them now for a little holiday cheer? They are counting on you.

Mark Trowbridge is the CEO and president of the Coral Gables Chamber of Commerce, and an avid shopper.



Articles designed by me during my internship at Coral Gables Magazine (each linked).

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