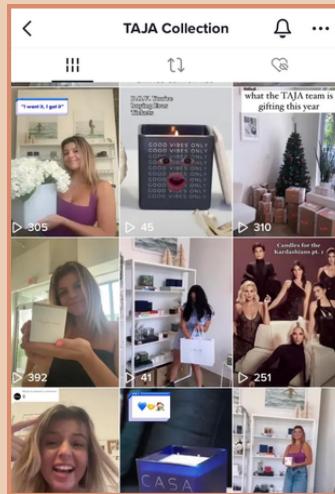
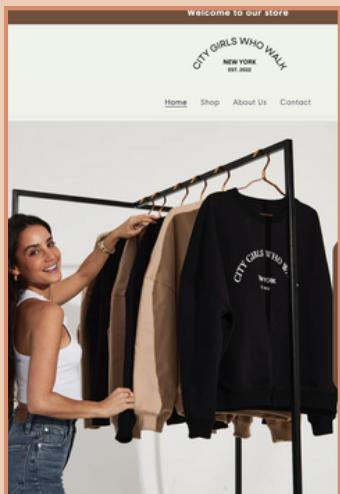


PORTFOLIO

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

New York, NY

Social Media Manager & Event Coordinator

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

New York, NY

Writer & Researcher

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

Coral Gables, FL

Growth Marketing Coordinator

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

Coral Gables, FL

Public Relations & Social Media Intern

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

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

Glasgow, Scotland

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.

The Linktree page features a central header with the club's logo and handle (@citygirlswalknyc). Below this, a bio states: "The official NYC walk club! Bringing together women from all walks of life :)" followed by social media icons for Instagram, TikTok, Discord, and Email. To the right, there are two columns: "Connect" (with links to newsletter and Discord) and "Shop" (with links to merchandise, Amazon, and Pinterest). Below these are sections for "Events" (listing the City Girls Who Walk and Care Calendars) and "Upcoming" (listing various events like "Happy Hour" and "Book Club #11").

This screenshot shows a group photo of participants at a walk, followed by a summary of the event: "City Girls Who Walk" in New York at 7:21 PM EDT. It encourages users to subscribe for notifications and sign up for upcoming events. Below this is a social sharing section.

This screenshot shows the Luma calendar for October. It highlights events like "Happy Hour" on Oct 11 and "BjF x Barry's x Koia Workout #1" on Oct 12. The calendar also shows "Upcoming" and "Past" events.

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.

The dashboard displays a grid of event cards for various walks and activities, each with a thumbnail, title, description, and date. Examples include "Coterie Walk" (Nov 17), "Weekly Sunday Walk" (Sun, Oct 3), "The Migrant Kitchen Initiative Volunteering" (Fri, Oct 26), and "Book Club #11" (Wed, Oct 23).

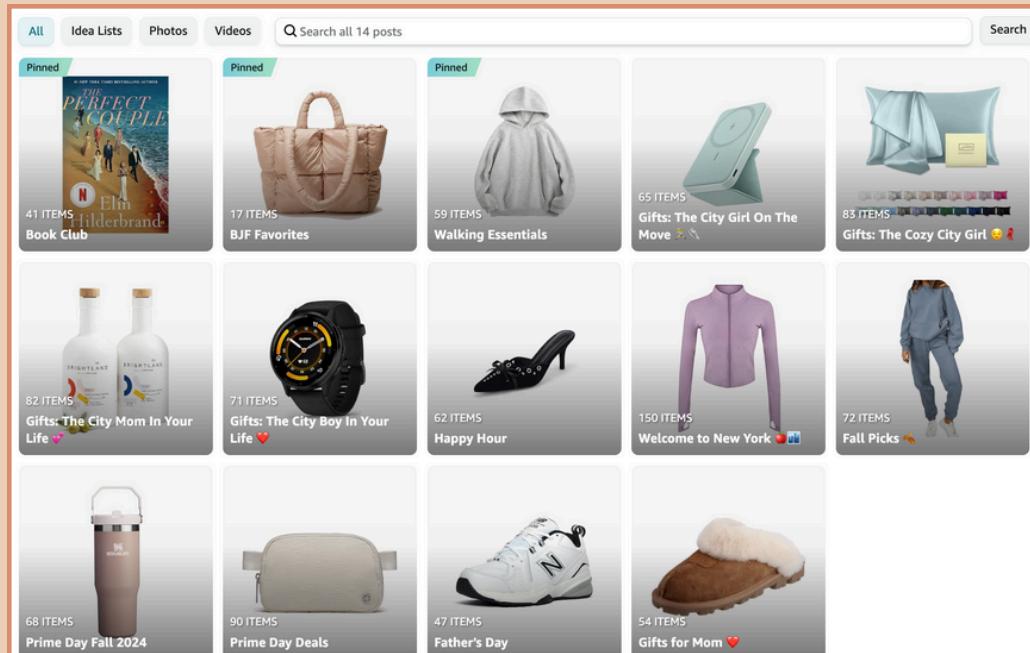
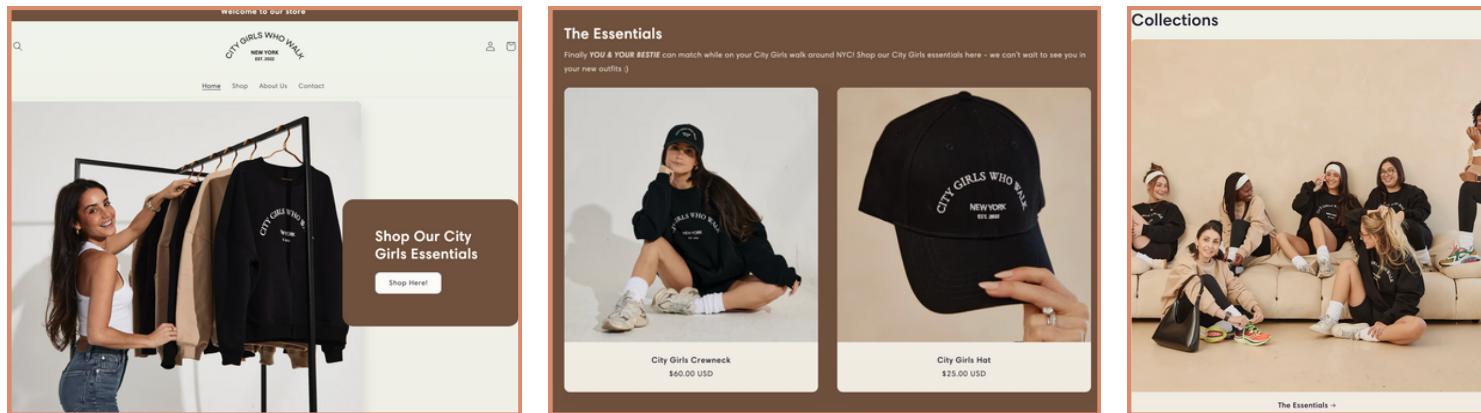
This screenshot shows a Discord text channel named "upcoming-events". It contains a list of channels for different topics: "# citygirlswalk" (with a heart emoji), "# off-topic", "# apartments-roommates", and "# newtworking".

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

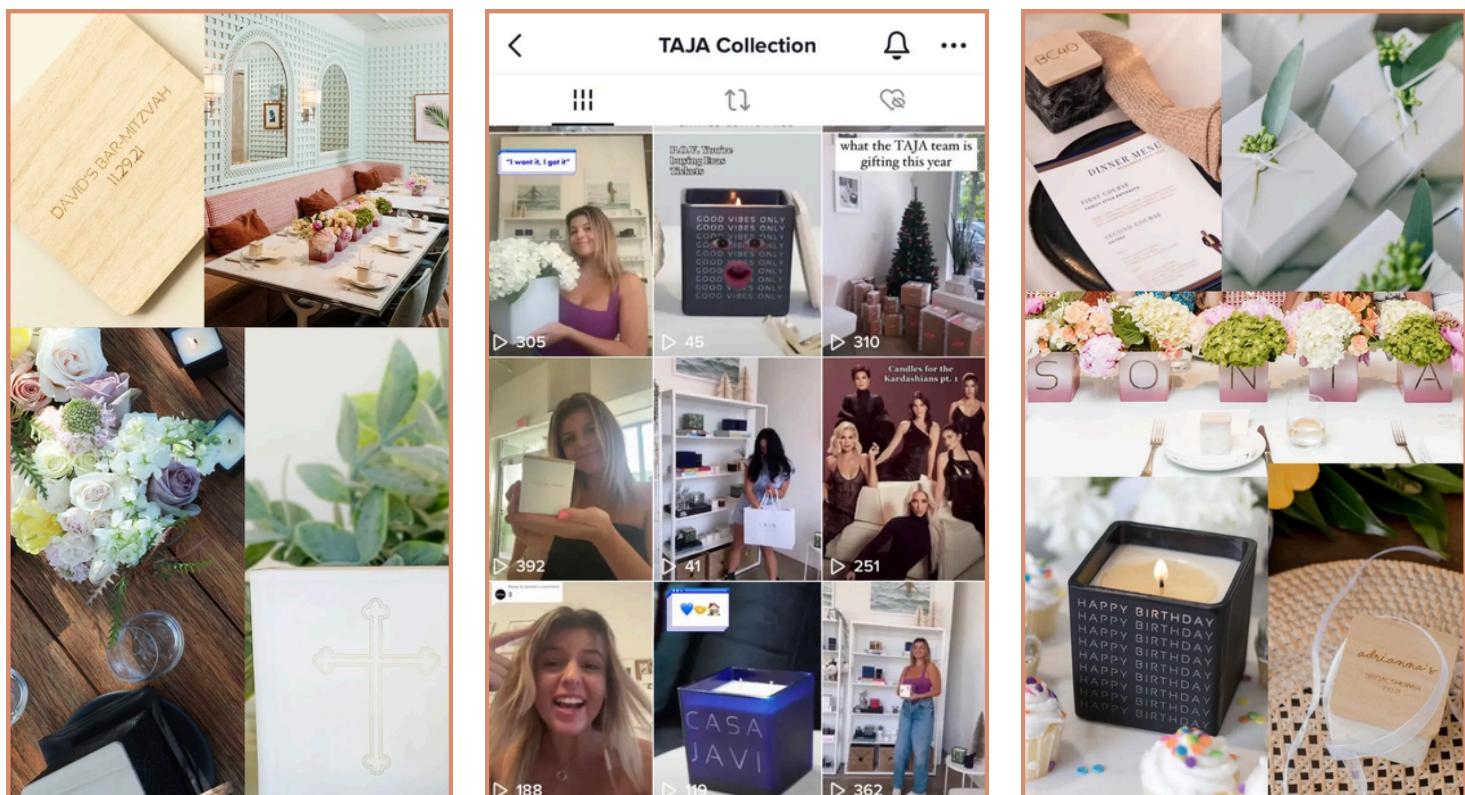
Made & sent out our monthly newsletters to 13,000+ subscribers.



TAJA Collection

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

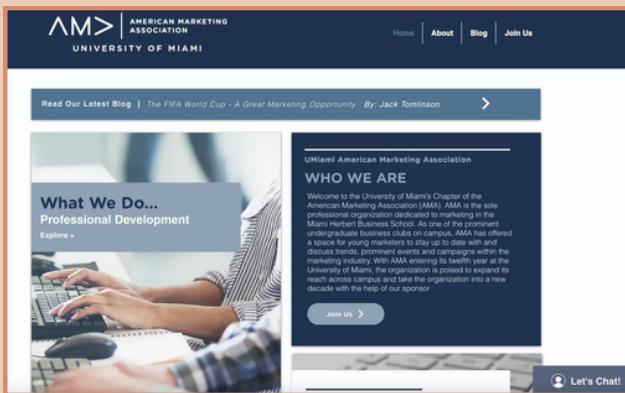
- Increased Instagram following by 1,500+ due to compelling polls, collages, videos, reels, and Q&As.
- Grew TikTok: +265.92% in video views, +367.29% in profile views, +619.39% in likes, +272.22% in comments, and +200% in shares.
- Increased TikTok engagement: +296.35% in video views, +370.09% in profile 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).



AMERICAN MARKETING ASSOCIATION | University of Miami

Semester Wrap Up Meeting

Join us for the last meeting of the semester! We'll be wrapping up the Case Competition, previewing the next semester, and looking at a few marketing trends before the semester ends!

Inspirational Quote of the Week
"What you want exists. Don't settle until you get it." -Unknown

Marketing Week Survey
If you attended marketing week a few weeks ago, please fill out this survey! Feel free to answer the survey or click on the links to fill it out. This will help us to see what worked and what didn't so we can make our future marketing weeks the best! All responses are anonymous and will not be shared beyond AMA's E-board.

Survey Link: https://umiami.qualtrics.com/jfe/form/SV_4Ov6LJzIzIzIzI

Career Development with Ana Colicchio
"Must be a paying member to participate in this initiative!"

If you need help with resumes, cover letters, LinkedIn, landing an interview, or anything career related, reach out to our Senior Advisor, Ana Colicchio, via email at ana.colicchio@umiami.edu.

Resume Review
"Must be a paying member to have your resume reviewed!"

As marketers, having a great resume is so important in the professional world. That being said, AMA would like to help you out! If you need assistance with your resume, email communications@gmail.com as a Word document so the executive board can look it over and add some edits to make the best it can be. All responses will be kept anonymous and no personal information will be shared. We will be reviewing resumes until the end of the semester. Looking forward to seeing all of your submissions! #resumAMA

Save The Date
Spring 2021
E-Board Interviews

Survey Links:
Zoom Link: <https://miami.zoom.us/j/98015751944?pwd=UmZSL3IXV2N0MU2ZnNKTGhzTW81dz09>
Zoom Meeting ID: 980 1575 1944
Zoom Password: 595226

Contact US!
Feel free to reach out to anyone on the executive board if you have any questions regarding AMA, the business school, classes, internships, etc!

Marketing Week Survey
If you attended marketing week a few weeks ago, please fill out this survey! Feel free to answer the survey or click on the links to fill it out. This will help us to see what worked and what didn't so we can make our future marketing weeks the best! All responses are anonymous and will not be shared beyond AMA's E-board.

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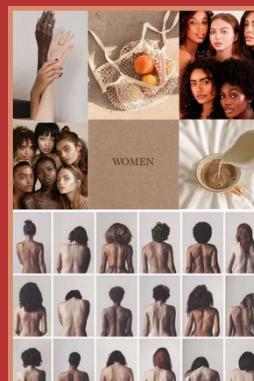
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Contact US!
Feel free to reach out to anyone on the executive board if you have any questions regarding AMA, the business school, classes, internships, etc!

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).



swtch

A new and sustainable undie for all women on the go.

CONGRATULATIONS!
INSIDE IS YOUR VERY FIRST SWTCH KIT.
ENJOY!

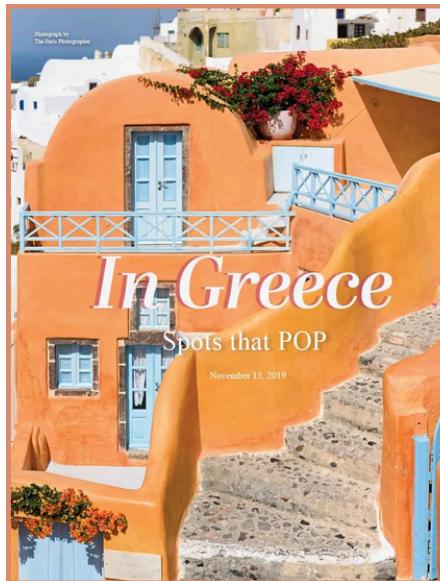
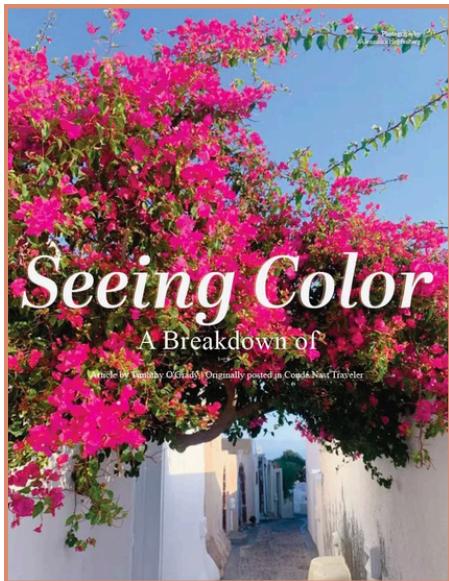
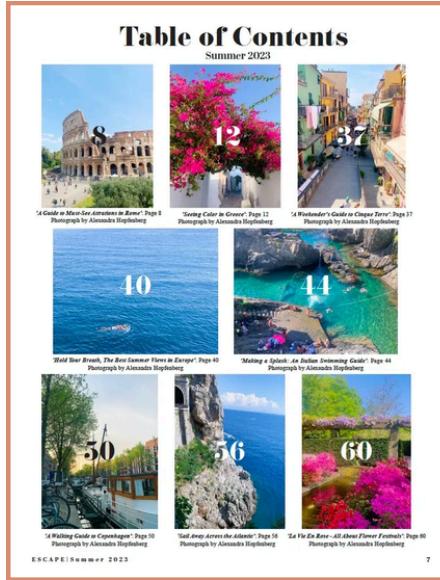
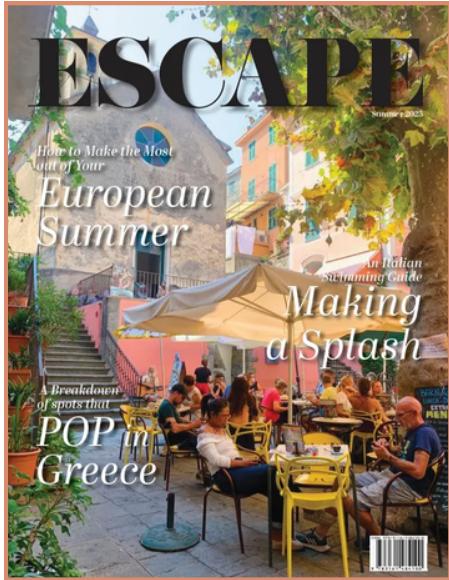
XO, The Swtch Team

We'd LOVE your feedback!
EMAIL US: hello@swtchunderwear.com
DM US: [@swtchunderwear](https://www.instagram.com/swtchunderwear)

WWW.SWTCHUNDERWEAR.COM

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.



A black and white fashion photograph of a woman standing against a dark background. She is wearing a long, dark, textured coat over a dark, ribbed turtleneck top and dark tights. She is holding a large coffee cup to her mouth with both hands. She is also wearing a belt with a large buckle and dark boots. The image is framed by a thick black border.



A woman with long, wavy brown hair is lying on a sandy beach, looking towards the camera with a slight smile. She is wearing denim shorts and a light-colored bikini top. Her feet are propped up in the air. The background shows the ocean with waves crashing onto the shore and a rocky cliff on the right side. The sky is clear and blue. In the top right corner of the image, there is a small text box that reads "Cleveland, model: Bag & Beach bikini".

A collage of four photographs. The top-left shows a man in white shorts jumping into a lake, creating a large splash. The top-right shows a man and a woman sitting on a wooden dock; the man is leaning forward, holding a blue towel, while the woman looks on. The bottom-left shows a man and a woman sitting on a white boat, looking towards the camera. The bottom-right shows a collection of various styles of boots and sandals displayed on shelves.

Although he had been printing for business for a long time, Cawood was not interested in becoming a print shop owner. "I cared about quality, but I wasn't passionate about it, and I knew that I wanted to do something that I could be more involved with," he says. "I wanted to do something that involved giving—taking one of your skills in your area you can look at as your passion and turn it into a business."

He eventually found his calling in restoration. "When you're 20—25—say—you're a bit of a nerd, not too worried to have just the right kind of paper, the right kind of ink, the right kind of tools, the right kind of chemicals," he says. "I mean, I'm a nerd, and I think that's what makes me successful." Cawood's passion for paper and print led him to start his own business, with a name made with multiple letters and still no dot (Barcode). This spring, the company will expand to a larger space, and Cawood will be giving glue with human remains, and roll out a new line.

Just as he did in his childhood, talking to a suspended man in a dark room, Cawood is still interested in what makes a person tick. "I'm not a scientist, but I'm not a 'no.' I'm not 'no' to anything," he says apologetically. "I wonder if the folks at K&G could tell me what makes them tick. I wonder if the people in the male and female, coming out of the 80s/90s about predatory behavior, what makes them tick. I wonder what makes people tick in general."

He's not afraid to ask questions, however, because he's a "no" to "no's." "Confused," he says, "is probably the best way of being a mother of two young people and asking a bunch of questions. But let's be honest. My kids are not the ones who are confused. It's the people around them, the people I know, that will come after them if they say 'no' to my 'no's.'

He's not afraid to be a nerd, either, with his prints, photos, the like. "I'm not a scientist, but I'm not a 'no.' I'm not a 'no' to anything," he says apologetically. "I wonder if the folks at K&G could tell me what makes them tick. I wonder if the people in the male and female, coming out of the 80s/90s about predatory behavior, what makes them tick. I wonder what makes people tick in general."

"I don't really think that you can teach how to model," says Cawood. "It needs to come down with like when I was little, about seven, when I would go to the beach and my mom would take my clothes off and we would go play photoshoot on the runway show. I would just stand there and be like, 'I'm not a scientist, but I'm not a 'no' to anything.' I'm not a scientist, but I'm not a 'no' to anything. You are one like that? Probably a little bit of a stickler."

He's not afraid to be a nerd, either, with his prints, photos, the like. "I'm not a scientist, but I'm not a 'no.' I'm not a 'no' to anything," he says apologetically. "I wonder if the folks at K&G could tell me what makes them tick. I wonder if the people in the male and female, coming out of the 80s/90s about predatory behavior, what makes them tick. I wonder what makes people tick in general."

"It's interesting," he says. "What's that? What's that style name? But I said I feel it's people or me to see a personality. Not appropriate, but I feel it's people or me to see a personality. I feel it's people or me to see a personality. I feel it's people or me to see a personality. I feel it's people or me to see a personality."

And *Predator*? "It's different," he says, offering one of his signature grins. "I'm just happy when they're on time."

"When I was in my late twenties I thought my career would last about to years, tops. And yet somehow here I am."

Articles



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

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 *SAH Green Stamps*. It was 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 Thanksgiving, Black Friday, and Cyber Monday. We shopped in all the red and green glory! It required in-person purchases, waiting in check-out lines, and making a few cashless credit card to your car carts with a few swipes of the card 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 and what a time to be a retailer!

It is more than a normal or pivotal year of doing business. It is the latest and greatest paradigm shift that will hopefully ensure our retailers succeed in the future.

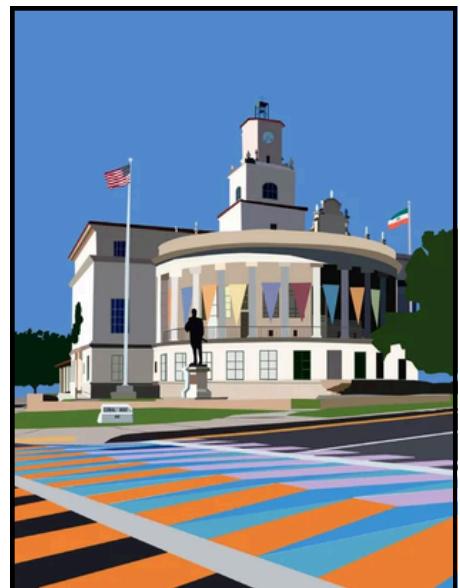
The past October, the holiday shopping season began before Halloween arrived, with retailers promoting new and exciting merchandise, holiday-like promotions

and invitations to get your shopping done even earlier this year. Another day it means more. By the time December arrives, there will have been numerous Black Friday sales (usually extended and then extended again), holiday-style ads covered in silver and gold to entice you to shop early "while supplies last." It is a time of year when stores are packed with people and keep their doors open and team members employed — even if it means only a few shoppers at a time allowed into the store to socially distance. It is a time of year when you are part of the community and your world. We want all of you to keep shopping now and then finish off your holiday shopping lists (checking them twice to see who's been naughty or nice), buy early and often, and well, maybe even upgrade your gift for the ungrateful nephew or crazy uncle. All of our retailers need your extra special love this year (and hopefully, a better hand than a virtual hug) and the stores along Main Street, in downtown Gorham and at the Gorham Mall, are here to help you find the perfect 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 don't forget the thirdhand shopping and deals!*

Small business, let's 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 Gorham Gables Chamber of Commerce, and an avid shopper





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

distraction

THE MAGAZINE OF THE STUDENTS OF THE UNIVERSITY OF MIAMI

Menu

Entertainment

FEB 7, 2020

Sirius XM And Pandora Present: The Chainsmokers And Lizzo

Articles written and designed by me for University of Miami's Distraction (each linked).

**THANK YOU
FOR VIEWING**

My Website - My LinkedIn