

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.