

## Alexandra Hopfenberg

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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**

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

Rome, Italy

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.