

ALEXANDRA A. RUPKALVIS

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EDUCATION

UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL

Expected Graduation: May 2025

Bachelor of Arts in Media and Journalism: Advertising and Public Relations
Conflict Management and English Minors

- GPA: 3.742/4.0
- Dean's List (Fall 2021, Spring 2022, Fall 2022, Spring 2023, Fall 2023)

EXPERIENCE

DIGITAL MARKETING INTERN

June 2024-Present

Vistar Media | New York, New York

- Developed and executed content strategies across LinkedIn and Instagram to increase brand awareness and interaction, resulting in a 48% increase in followers and an 8.3% growth in engagement rate.
- Used HubSpot, SEMrush, and Monday to track key performance metrics and optimize SEO efforts.
- Wrote, edited, and created visual assets for social media posts, blogs, and newsletters using a custom brand voice to target audiences.

PUBLIC RELATIONS INTERN

January 2023-May 2023

Greta Oliver Consulting | Chapel Hill, NC

- Prepared a public relations portfolio consisting of a firm brochure, fact sheet, direct mail letter, CEO profile, communications audit, and press releases used for firm marketing efforts.
- Collaborated with the CEO to promote the release of the firm's book, "Career Roadmap – Setting Yourself Up to Reach Your Career Aspirations."

SOCIAL MEDIA AND STRATEGY INTERN

January 2023-May 2023

Abby's Better | Charlotte, NC (Remote)

- Organized influencer relations and communicated with potential brand ambassadors to promote products and market the brand.
- Coordinated product launches and collaborated with the creative team to create custom product campaigns.

STUDENT RESEARCHER

January 2023-May 2023

XFL, Arlington Renegades | Arlington, TX (Remote)

- Gathered qualitative and quantitative data through a focus group, 100-person survey, and individual interviews to recommend strategies to increase the league's social media engagement.
- Designed graphics and marketing materials for the Arlington Renegades, including infographics.

CLUBS AND ORGANIZATIONS

HISTORIAN ASSISTANT

December 2021-May 2024

Zeta Tau Alpha Fraternity, Theta Tau Chapter | Chapel Hill, NC

- Organizes the various social media platforms for the chapter by curating posts and graphics.
- Collaborated with chapter members to help ensure creative and positive imaging.

PRODUCTION TEAM MEMBER

August 2023-January 2024

Dook It Out | Chapel Hill, NC

- Collaborated on the conception, organization, and execution alongside the Creative Department and Branding/Marketing Departments to build event branding and campaign strategies.
- Produced and edited promotional video content to engage students and market the event.

SKILLS

Adobe Creative Suite
Business & AP Style Writing

Copywriting & Editing
Content Management Software

SEO Tracking & Strategy
Microsoft Office