

ALEXANDRA A. RUPKALVIS

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EDUCATION

THE UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL

August 2021-May 2025

Bachelor of Arts in Media and Journalism: Advertising and Public Relations
Minors in Conflict Management and English | Certificate in Sports Communication

THE GRADUATE SCHOOL AT THE UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL

Expected Graduation: July 2026

Master of Arts in Strategic Communication

EXPERIENCE

DIGITAL MARKETING INTERN

June 2024-April 2025

Vistar Media | New York, New York

- Planned and executed LinkedIn and Instagram content strategies that boosted brand visibility, driving a 104% increase in followers, 99% higher engagement rate, and an 809% surge in post clicks.
- Used HubSpot, Sprout Social, and SEMrush to track key performance metrics and enhance search engine optimization (SEO) efforts.
- Created, edited, and designed blogs, newsletters, and social media posts with a consistent brand voice, producing visually compelling assets to support data-driven content strategies.

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, 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

- Organized various social media platforms by curating posts and graphics to 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 of original event branding and campaign strategies.
- Produced and edited promotional video content to engage students and market the event.

SKILLS

Adobe Creative Suite
Branded & AP Style Writing

Copywriting & Editing
Content Management Software

SEO Tracking & Strategy
Microsoft Office