

## ALEXANDRA A. RUPKALVIS

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### EDUCATION

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#### 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 | Certificate in Sports Communications

- GPA: 3.763/4.0
- Dean's List (Fall 2021-Fall 2024)

### EXPERIENCE

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#### DIGITAL MARKETING INTERN

*June 2024-Present*

Vistar Media | New York, New York

- Develop and execute content strategies across LinkedIn and Instagram to increase brand awareness and interaction, resulting in an 88% increase in followers and an 8.3% growth in engagement rate.
- Use HubSpot, Sprout Social, SEMrush, and Monday to track key performance metrics and enhance search engine optimization (SEO) efforts.
- Write, edit, and create visual assets for social media posts, blogs, and newsletters using a custom brand voice to target specific 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, 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

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#### 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 alongside the Creative Department and Branding/Marketing Departments to build original event branding and campaign strategies.
- Produced and edited promotional video content to engage students and market the event.

### SKILLS

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Adobe Creative Suite

Copywriting & Editing

SEO Tracking & Strategy

Business & AP Style Writing

Content Management Software

Microsoft Office