

ALEXANDRA A. RUPKALVIS

allierup17@gmail.com | 910 477 7196 | linkedin.com/in/alexandrarupkalvis | alexandrarupkalvis.com

EDUCATION

THE UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL

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

August 2021-May 2025
GPA: 3.763/4.0

THE UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL

Master of Arts in Strategic Communication

Expected Graduation:
July 2026

EXPERIENCE

DIGITAL MARKETING & RESEARCH ASSISTANT

December 2025-Present

North Carolinians for a Tobacco-Free Generation | Chapel Hill, North Carolina

- Develop and optimize social media content to support e-cigarette prevention and public health education, and manage content scheduling, platform strategy, and ongoing performance across channels.
- Execute and support cross-platform digital initiatives across social media, podcast production, and website updates while collaborating with internal teams and external partners.

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, SEMrush, and Monday to track key performance metrics and enhance 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, North Carolina

- Prepared a public relations portfolio comprising a brochure, fact sheet, direct mail letter, CEO profile, communications audit, and press releases 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 & STRATEGY INTERN

January 2023-May 2023

Abby's Better | Charlotte, North Carolina (Remote)

- Organized influencer relations and product launches by coordinating ambassador outreach and collaborating on custom campaign development.

STUDENT RESEARCHER

January 2023-May 2023

XFL, Arlington Renegades | Arlington, Texas (Remote)

- Gathered qualitative and quantitative data to recommend strategies to increase social media engagement.
- Designed graphics and marketing materials for the Arlington Renegades, including infographics.

CREATIVE LEADERSHIP

CONTENT CREATOR | EYES EARS NOSE AND PAWS

October 2021-Present

- Produce creative video and written content highlighting the nonprofit's mission and impact.

EPISODE HOST & EDITOR | CAN YOU HEAR US NOW PODCAST

October 2025-December 2025

- Assisted with podcast production, including episode coordination, editing, and publishing across digital platforms.

PRODUCTION TEAM | DOOK IT OUT

August 2023-January 2024

- Collaborated on the conception, organization, and execution of original event branding and campaign strategies.

SKILLS

Adobe Creative Suite
Business & AP Style Writing

Copywriting & Editing
Art Direction & Branding

SEO Tracking & Strategy
AI Literacy & Prompting