

Alexandria Autrey

Communications Coordinator

SUMMARY OF QUALIFICATIONS

- Over 2+ years experience working in a sales, advertising, marketing and public relations environment, proficient in developing creative innovative marketing, advertising and media plans for marketing departments, apparel companies and non-profit organizations.
- Skilled in the design of sales-driven messaging for print.
- Technical Skills include Desktop Publishing, WordPress, Blogging, Final Cut Pro, Microsoft Suite, iWork, Internet, Social Media, Order Entry, Opus, Video Editing, Lighting and Filming.



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WORK EXPERIENCE

Jan. 2016- Present • SOCIAL MEDIA DIRECTOR | OFFICE ADMINISTRATOR

Championship Bull Riding | Weatherford, TX

- Created original content for all social media on platforms
- Live tweeting for televised sports event
- Updated website
- Horizon Rider Administer, responsible for being a liaison between rider and the CBR Horizon event
- Created excel sheets for day to day operation
- Contacted potential sponsors for partnerships

DEC. 2014 - Jan, 2016 • LEAD WRITER

Glamping.com | Salt Lake City, UT

- Created stories and articles client site specific for the website blog
- Managed the blog
- Shared experiences, ideas and comments regarding Glamping
- Constructed and implemented social media plan for marketing purposes
- Built social media feeds that developed an engaged community of Followers for clients
- Produced and created property pages for website
- Recruited, implemented and managed internship program
- Initiated interviews with property listings and narrated articles

AUG. 2013 - DEC. 2014 • MARKETING & ADVERTISING STUDENT AGENCY

Absolute Communications | Salt Lake City, UT

- Supervisor of OmniComm Media Pulse Team, while also contributing stories and ideas to the award winning online marketing magazine Media Pulse
- Worked with Utah Marketing on the Imagine U campaign, Consulting with Utah Woolen Mills for Marketing
- Creating advertising, web and social media plan for True Gentlemen Supply Company
- Designed and produced a booklet for Utah Non-Profit Association

JUN. 2013 - AUG. 2014 • MARKETING & SALES INTERN

Shirts for Greeks, LLC | Salt Lake City, UT

- Driving Sales of apparel to the University of Utah Greek Campus
- Promotion and Marketing of the Company among University of Utah Greek Campus

AUG. 2013 - DEC. 2013 • PUBLIC RELATIONS

PR Cases and Campaigns | Salt Lake City, UT

- Established a Public Relations Campaign for a non-profit organization, Voices for Utah Children

MAY 2013 - AUG. 2013 • NEWS STATION INTERN

Fox 13 News | Salt Lake City, UT

- Worked Assignment Desk; setting up appointments and assisting viewers by phone, found news leads and organized the daily news line-up for Reporters
- Wrote news stories for Fox13now.com and delivered news to viewers via social media
- Composed and produced the daily newscast

EDUCATION

University of Utah

Salt Lake City, Utah

GRADUATION 2015

BACHELOR OF SCIENCE IN MASS COMMUNICATIONS

4 YEAR MEMBER • ALPHA CHI OMEGA SORORITY

HIGHLIGHTED SKILLS

SALES

SOCIAL MEDIA MARKETING

PLANNING

ADVERTISING

ONLINE PRINT

MEDIA PLANNING

PUBLIC RELATIONS

INNOVATIVE MARKETING

WRITTEN AND VERBAL SKILLS

NON-PROFIT ORGANIZATIONS

TIME MANAGEMENT

TECHNICAL

IWORK

MICROSOFT OFFICE SUITE

SOCIAL MEDIA

FINAL CUT PRO VIDEO EDITING

WEB CONTENT

WORD PRESS

WEBSITE MANAGEMENT