

ALEXANDRA BECKER

I'm an ambitious and enthusiastic creative with experience in marketing, graphic design, copywriting, and brand identity. I enjoy collaborating, problem solving, creative thinking, networking, and building upon my professional skillset.



Duluth, Minnesota



alexandracbecker@gmail.com

EDUCATION

University of Minnesota Duluth UMD
Bachelor of Business Administration in
Marketing and Graphic Design

SKILLS

Marketing
Graphic Design
Copywriting
Executive Communications
AP Style Editing
Content Creation
Healthcare Communications
Social Media Management

EXTRAS

- Graduated Magna Cum Laude and Valedictorian of my major
- Recipient of the 2022 Academic Excellence Award in Marketing & Graphic Design
- Previous Social Media Manager and Academic Advisor for UMD Cheerleading
- Previous Financial Peer Mentor and Business Tutor at UMD
- Member of UMD's Beta Gamma Sigma Chapter (Honors Society)

EXPERIENCE

Creative Coordinator, Solventum

April 2024 - Present

- Designs impactful and informative presentations for nine Solventum leaders and executives, including the CEO and CFO, to help drive clear and consistent communication throughout the company.
- Develops compelling creative concepts and thoughtful visual stories that personify Solventum's brand, while delivering a positive stakeholder experience.
- Crafts unique and engaging written content that defines and elevates Solventum's brand, while being technically accurate and adhering to AP Style.
- Acts as trusted partner with comprehensive and reliable creative expertise, rooted in brand purpose and guidelines, that performs as a consultant during content development.

Copy + Content Coordinator, 3M

August 2022 - March 2024

- Designed graphics and imagery to engage customers on a variety of platforms. Responsibilities include from-scratch graphic design, image resizing, digital ad creation, and revisions to existing creative.
- Drafted compelling copy for United States and Canada-specific marketing campaigns, including website and landing page content, customer emails, social and search ads, white papers, etc.
- Collaborated with global, cross-functional teams to revise campaign content for deployment in local markets.
- Maintained expert level knowledge of the 3M brand, acting as a reliable brand consultant during content development and providing ongoing education to key stakeholders.

Frontline Marketing Intern, 3M

May 2022 - August 2022

- Worked in the HCBG USAC Marketing Center being involved in customer-focused projects that spanned four business groups.
- Learned how to route assets, execute third party ad placements, and track productivity.
- Created compelling and entertaining PowerPoint presentations, designed evergreen social media content, and edited imagery and copy.
- Completed 30+ introduction and networking meetings to learn from other 3M employees.