

Alexia Edwards

Social Media, Digital Marketing, Strategic Communications

Professional Experience

PRODUCTION ASSISTANT

Wealth Films | January 2021 - Present

- Researched story ideas and gathered footage
- Oversaw in office operations such as budget, call sheets, and timelines
- Edited short form video clips using Adobe Premier

PUBLIC RELATIONS INTERN

NPS Fort Monroe National Monument | May 2019 - October 2019

- Planned and executed multiple park events
- Developed flyers and content calendars for park Facebook
- Served as the primary point of contact for incoming media calls including requests for meetings and interviews
- Adhered to project deadlines, monitored milestones, and managed completion statuses
- Provided administrative support to senior team members by handling customer concerns and/or requests

RELEVANCY, DIVERSITY, AND INCLUSION INTERN

NPS Midwest Regional Office | May 2018 - August 2018

- Developed inventory management codes for computer updates within regional parks
- Assisted with design of print materials such as flyers and ads by producing standard payouts and picking appropriate color pallets and imagery
- Served as website manager; ensured consistency of web content, maintained optimal web performance, ensured website functionality

WEB DESIGNER

Brand 757 | April 2018 - May 2019

- Analyzed site analytics and metrics to define and monitor site retention
- Outlined branding goals and functional design for clients

SOCIAL MEDIA MANAGER

Girls Rule | August 2017 - May 2019

- Created and scheduled weekly content for social media accounts
- Assisted in leading multiple organic campaigns for Instagram
- Created and implemented new social media marketing campaigns

Core Skills

- Brand Development and Management
- Social Media Management
- Marketing Analytics
- Project Management
- Event Planning
- Wix, WordPress
- Sprout Social, Hootsuite
- Canva
- Adobe Premier, Photoshop, InDesign

Educational Summary

AGNES SCOTT COLLEGE

M.A., Writing and Digital Communication | Expected May 2021

HAMPTON UNIVERSITY

B.A., Strategic Communication | May 2019

Contact Information

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