ALEXANDRA **SINCLAIRE**

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**PUBLIC RELATIONS PROFILE**

Bilingual strategic communications professional (fluent English/Spanish) with skills in social media content production and curation, media writing for print and onine formats, campaign development and corporate branding, web and video production, oral and written client presentation. Goal-oriented problem-solver; self-motivated, collaborative. ****

**SKILLS**

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| --- | --- | --- | --- | --- |
| PR WRITING | SOCIAL | SOFTWARE | MEDIA PRODUCTION | PRODUCTIVITY |
| A.P. Style | Google Analytics | Photoshop | Video Production  | MS Office |
| SEO | Page Insights | Premiere | Web Design (CMS’s) | Asana, Google |
| Media Writing | HootSuite | InDesign | Image Editing | SmartSheet |
| Blogging | TweetDeck | Illustrator | Page Layout | ToDoIt |
| WordPress | Buzzsumo, Feedly | Canva | Logo Design | Google |

## EDUCATION

## The University of Tampa, Tampa, FLB.A. Advertising & Public Relations, anticipated May 2020*Public Relations Concentration | GPA 3.6* *Additional Coursework: Marketing Research, Buyer Behavior, Microeconomics*Certificate: Hubspot Social Media Academy; training in Google Analytics, 2019National College of Collegiate Scholars (2017-2019)Campaign: Busch Gardens / PR Campaigns Class Developed and pitched PR campaign for Busch Gardens’ *Howl-O-Scream*, in collaboration with campaign team.Produced SWOT analyses, market research, personas, journey maps, and client proposals.

****PR Writing ****Social Media
****Graphics
****Administration

## LEADERSHIP

## President, Public Relations Student Society of America (PRSSA-UT) 2018-2020 Planned events and scheduled speakers and PR workshops.The University National Student Leadership Conference, Fordham University, Summer 20152 weeks of intensive activities to improve leadership skills with a focus on Public Relations.

## RELATED EXPERIENCE

## *Freelance Public Relations,* Tampa, FL (2020-2023) Managed social media accounts and web/mobile content for clients in real estate agency, daycare, beach retail, and more.  Improved search engine optimization and engaged followers to increase brand awareness and improve KPI’s;  Generated monthly reports on social media metrics for clients. Wrote marketing proposals for new business.  Created/maintained websites using content management systems such as WordPress, Blogger, and Wix. Wrote newsletters, press releases, backgrounders, feature stories, and interviews using A.P. Style.  Produced graphics, video, page layout, and online content using Adobe Creative Cloud and DSLR cameras.

## *Public Relations Intern,* WordWorks, Tampa, FL(5/18-8/19) Produced and curated engaging original social content to build brand awareness on multiple platforms. Used Google Analytics and social media insights to track and improve key performance indicators.

## *Server,* Sunset Beach Café, Saint Pete Beach, FL (Summers 2016-2019)Served customers, prepared food, and performed cleaning and maintenance duties in beachside café.