

# Alexandra Awad

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## EDUCATION

**University of Georgia**, Athens, GA

May 2021

*Bachelor of Arts Major:* Advertising

**Certificate:** Public Affairs Communications

## RELEVANT COURSEWORK

Foundations of Graphic Communications, Insights and Analytics, Brand Storytelling, Media Strategy and Activation, Advanced Public Affairs Communications, Advertising Communication Management, Digital and Social Communication Strategy, Advertising and Society, and Integrated ADPR Campaigns

## WORK EXPERIENCE

*Account Executive, Talking Dog Agency*, Athens, GA

August 2021-May 2022

- Provided strategic and tactical leadership for the team while working to implement the client's vision
- Kept clients, as well as the team, up to date on project activities
- Served as the main contact point between the client and the team
- Created and updated meeting agendas and notes, progress documents, budget sheets, and timelines
- Assisted and advised the copywriter and art director when creating deliverables to present to the client to ensure they adhered to their goals and objectives

*Public Affairs and Communications Intern, Saab, Inc.*, Washington, D.C

May 2021 – August 2021

- Ran all social media accounts for Saab, Inc. and coordinated with Saab Global in Sweden to organize media for future use
- Drafted press releases and facilitated interviews with the CEO and reporters to announce new contracts and partnerships
- Created graphics for social media and pitch deck presentations
- Planned and attended industry events and updated social media to reflect Saab's role
- Monitored and updated contacts on Saab's PR list
- Attended media events at facilities across the country and spoke with reporters about product rollouts
- Communicated with U.S. representatives and their staff to coordinate visits and support for relevant legislation
- Created and ran a companywide sustainability campaign via social media
- Planned a campaign and budget to target Naval officers to increase brand awareness

*Communications Intern, RobMark Web, Advertising, and PR*, Savannah, GA

May 2020 – August 2020

- Ran and monitored the social media accounts of RobMark and their clients
- Met with new and current clients about campaign details
- Created media kits to help influencers promote clients' products
- Brainstormed and wrote blog posts for RobMark and their clients'
- Used Google Analytics to create proof quarterly SEO reports
- Drafted and proofed website, social media, and press release copy

## PROJECT EXPERIENCE

*Integrated ADPR Campaigns Course, Wellness Coach*, Athens, GA

January 2022-May 2022

- Worked as the Account Executive for my agency team
- Held an initial meeting with the client to go through their materials and their hopes for the campaign, then introduced the team and shared the client's goals and objectives
- Set up meetings with the client to discuss our progress and get new information to pass on to the team for our next steps

## ADDITIONAL EXPERIENCE

*Campus Manager, University Tees*, Athens, GA

January 2020 – August 2020

- Reached out to organizations on campus at UGA to discuss possible orders and their merchandising needs
- Acted as the liaison between the customer and the company by understanding their needs to create outlines for art proofs and overseeing the order process
- Kept a calendar of events of organizations on campus to anticipate orders and know when to reach out

## TECHNICAL SKILLS

- **Digital Creative Tools:** Adobe InDesign, Photoshop, Illustrator, Premiere, Lightroom; Microsoft Office Suite (including Access); Apple Final Cut Pro, Quicktime Pro; Canva
- **Analytics:** Google Analytics and Hootsuite