

# ALEX STUDENT

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@lex



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## COMMUNICATIONS EXPERIENCE

**NBC Universal**, New York, NY

*Custom Content Intern*, 5/14-8/14

- Provided promotional materials for NBC shows to media outlets
- Escorted talent and assisted on the production of video shoots
- Produced, stage-managed, and scheduled national Satellite Media Tours
- Created shoot reports for behind-the-scenes footage
- Helped compile footage for Electronic Press Kits
- Retrieved footage and episode tapes from the NBC archives
- Created labels and rundowns for mailing purposes

**CBS Broadcasting Inc.**, New York, NY

*Public Relations Intern*, 5/13-8/13

- Searched daily newspapers, magazines, and publications for mentions of CBS
- Monitored online content and research competition throughout the day
- Tracked breaking entertainment stories through social media and the web
- Selected and summarized episode clips
- Distributed sneak-peek clips to media outlets
- Typed, scanned, and organized daily clips to be used in launch packets
- Created press lists for upcoming series by researching relevant websites, blogs, and publications

**360 Degrees Magazine**, Syracuse, NY

*Staff Writer*, 01/13-Present

- Conduct interviews with up and coming talent
- Update weekly blogs relating to the target audience for 320 Degrees
- Research article information through the web, past interviews, and social media

## CAMPUS INVOLVEMENT

**Habitat for Humanity**, Syracuse, NY,

*Member*, Spring 2014

- Assisted in fundraising for the campus-wide organization
- Traveled with 10 peers to Jonestown, MS, for a week-long excursion to assist in house construction on the Mississippi Delta

## EDUCATION

**Syracuse University**

**S.I. Newhouse School of Public Communications**

B.A. Advertising

May 2015

Minors: Marketing,

Psychology

Dean's List all semesters

GPA: 3.87

**Bahçesehir University**,

Istanbul, Turkey

09/14-12/14

- Study Abroad

## SKILLS

### Social Media

- Facebook
- Twitter
- Tumblr
- YouTube
- LinkedIn
- Google+
- Instagram

### Design

- Adobe InDesign
- Adobe Photoshop
- Adobe Illustrator

### Office

- Microsoft PowerPoint
- Microsoft Excel
- Microsoft Outlook

