

Summary

I've been honing my skills in communication and marketing for over five years, working to help businesses connect with their audience through diverse channels. My arsenal includes an MBA in Marketing, a BS in Integrated Marketing Communications, and a passion to continue growing.



ALEXANDRIA BROCK WATSON

Contact

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Experience

Communications Coordinator 2021 - Present

Houston-Galveston Area Council

- Facilitates the agency's core value development process
- Strategically strategize communications and outreach campaigns to increase external and internal engagement
- Designs digital and print material using various platforms from Adobe Creative Cloud to Canva
- Coordinates collaborative efforts between partners
- Utilizes communication tools and technology to streamline social media postings, evaluate analytics, and improve engagement

Communications Coordinator 2019 - 2021

Greater Seminole Area Chamber of Commerce

- Managed CRM of chamber members, partners, and media
 - Increased membership and expanded outreach lists
- Spearheaded planning for over 20 events each year
 - Grand Openings; Networking Mixers; Fundraisers
- Strategically planned and executed social media campaigns
- Created, published, and distributed newsletters for internal and external communications
 - Increased open and click-through rate using A/B testing

Education

MBA | Marketing

Saint Leo University
2019-2021

BS | Marketing Communications

Jackson State University
2015-2018

References

Tara Nichols

Past Director
tnichols.pearson@gmail.com

Stephanie Sanchez

Co-worker
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