

Aleksandra Anna Miller

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EDUCATION

Berea College, GPA: 3.85/4.00.

August 2017 - May 2021

Double Major: B.A. Communication, B.S. Business Administration, Marketing.

Minor: Broadcast Journalism.

Scholarships: Full-Ride Academic Scholarship, Dean's List.

SKILLS

Language: Fluent in: Polish.

Computer: Word, PowerPoint, Excel & Access, Outlook, Adobe Premiere, Adobe Spark, Canva, WIX.com, Hootsuite, Salesforce.com, SPSS, Qualtrics, Google Analytics.

Skills: Team Work, Leadership, Oral and Written Communication, Time-Management, Attention to Detail, Problem Solving.

EXPERIENCE

Social Media Associate, Berea College:

August 2019 - Present

- Produced 100 posts on social media such as Facebook, Twitter, Snapchat, and Instagram, featuring the Berea College community, and increased social media engagement by 12%.
- Interviewed 20 members of Berea Community to bring attention to global issues and diversity on campus.
- Moderated 1,000+ comments and incoming messages on all social media platforms.
- Developed 10 strategies for social media, short-term campaigns, and long-term engagement tactics.

Marketing and Public Relations Intern, Kashmir World Foundation:

May 2019 – July 2019

- Created and implemented 17 Public Relations policies, including awards, scholarships, and community outreach programs, increasing community awareness of Kashmir World Foundation's mission.
- Wrote 15 blog posts and articles about Kashmir World Foundation's objectives.
- Generated content for 2 press releases concerning the programs Kashmir World Foundation initiated.
- Designed 50 fliers, brochures, advertisements, promotional videos, and email campaigns.
- Organized 5 events such as Teachers Take Flight Workshop, A.I. on the Fly, Flight Day.

News writer at the Pinnacle, Berea College:

August 2018- May 2019

- Wrote 60 articles involving the main issues affecting the Berea College community.
- Conducted 90 interviews with students, faculty, and staff about the important issues faced in the Berea College community, increasing the awareness by 10%.

Customer Engagement Specialist, Visitor Center& Shoppy, Berea College:

August 2018 – December 2018

- Counseled 100+ customers per month both in person and on the phone.
- Provided excellent customer service by helping customers and raising awareness about Berea College.

Marketing Research Intern, Solutions Journalism Network:

May 2018 - July 2018

- Gathered and cleaned up +10000 data using Salesforce.com increased effectiveness of Solutions Journalism Network's productivity by 20%.
- Created and distributed the annual survey to the 100 newsrooms improving the relationships between Solutions Journalism Network and their customers by 10%
- Conducted research regarding the news landscape in the United States by analyzing and reaching out to 600 media outlets.

LEADERSHIP & PROFESSIONAL DEVELOPMENT

2020 MADE Program Participant and the Mentee of the ANA Educational Foundation

May 2020 – August 2020

- Participated in 10 webinars featuring top industry speakers that promote continued learning in the fields of marketing and advertising.
- Participated in a virtual case competition with Clorox providing students the opportunity to analyze real customer data and solve business problems with teammates.

Anchor for Berea College News & Radio:

August 2018 – December 2019

- Led 16 Berea College News & Radio broadcasts and delivered information regarding the topics relevant to the Berea College community.
- Performed as the main anchor for Berea College Quick Hits 10 times.

Communication and Public Relations Vice President of the Cosmopolitan Club:

August 2018 – May 2019

- Produced 5 posts on social media pages.
- Organized 5 events such as parties, movie nights, programs such as Cosmo Show, in which the main goal was to promote diversity on campus.
- Managed communication with 10 different organizations, departments, and clubs to collaborate on organizing events.