

## 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 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 Berea College community.
- Conducted 90 interviews with students, faculty and staff about the important issues faced in 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, Solution Journalism Network:**

**May 2018 - July 2018**

- Gathered and cleaned up +10000 data using Salesforce.com increased effectiveness of Solution Journalism Network's productivity by 20%.
- Created and distributed the annual survey to the 100 newsrooms improving the relationships between Solution Journalism Network and their customers by 10%
- Conducted research regarding the news landscape in United States by analyzing and reaching out to 600 the 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 the information regarding the topics relevant to Berea College community.
- Performed as a main anchor for Berea College Quick Hits 10 times.

**Communication and Public Relation 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 which main goal was to promote diversity on campus.
- Managed communication with 10 different organizations, departments, and clubs to collaborate on organizing events.