

# ALEXA E. ROSE

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## EDUCATION

**UNIVERSITY OF WISCONSIN**  
*College of Letters & Science*

**Madison, WI**  
*May 2023*

**CAMPBELL HALL EPISCOPAL**  
*Honor Roll*

**North Hollywood, CA**  
*June 2019*

## WRITING EXPERIENCE

### THE DAILY CARDINAL

**Madison, WI**

*Staff Writer*

*2020-Current*

- Wrote two articles published in the Life & Style section, "The chilling adjustment to a Wisconsin winter" and "Undecided: When you don't have a major", reaching over 10,000 readers at the University of Wisconsin and the surrounding area of Madison
- Attended staff meetings while giving unique perspectives in which more students are able to relate thus helping grow the Daily Cardinal reader base
- Gained valuable knowledge on the ins and outs of professional newsrooms allowing for more efficient production of articles

### ALPHA CHI OMEGA SORORITY

**Madison, WI**

*Staff Writer*

*2020-Current*

- Co-created sorority wide newsletter by recruiting writers at chapter meetings leading to the addition of 10 new members
- Created email chain for Alumni to remain informed about sorority activity, foster long-lasting connections, and overall better the sorority resulting in increased donations
- Designed newsletter format and content around polls in an attempt to increase sister engagement, interest, and satisfaction

### BUZZFEED, INC.

**Hollywood, CA**

*Intern*

*Summer 2017*

- Generated insightful feedback and suggestions during daily meetings with executives which led to being asked to write articles to be published on their website
- Represented as "Teenage Idea Consultant" to determine whether brainstorms were currently trending thus leading to higher engagement from the target audience
- Edited pitches, presentations, and final products to ensure the highest quality deliverables to facilitate new brand partnerships

### THE LOS ANGELES TIMES

**Los Angeles, CA**

*High School Insider Freelance Writer*

*July 2017*

- Enlightened readers of a major publication about Campbell Hall's volunteer trip to Mexico which helped spread awareness about the powerful impact of hands-on community service
- Managed social media accounts of the High School Insider Team to engage with and expand the scope of viewers beyond the current market segment

### THE MICHIGAN TAB

**Ann Arbor, MI**

*Freelance Writer*

*January 2017*

- Published an article with a unique viewpoint from a high-school student to highlight the realities of the college decision process
- Instilled a sense of nostalgia amongst college readers through reminiscing the college decision process and creating feelings of pride and happiness for students

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## LEADERSHIP

### ASSISTANCE LEAGUE

Los Angeles, CA

*Chairman of Photography, Social Media, and Fosters Children's Resource Center*

2015-2019

- Laid-out monthly calendars of volunteering opportunities and delivered numerous speeches to active members and founders which enhanced the league's ability to make an impact on the world which resulted in both increased awareness and donations to keep the program running
- Documented all events for the newsletter, advertising, and promotional content in easily accessible and organized albums for use by various teams
- Managed Instagram and Facebook accounts, posting reminders about events as well as pictures of members in action helping their community in an effort to spread our message and network

### GIRLS IN S.T.E.M

North Hollywood, CA

*Co-President*

2017-2019

- Designed merchandise as well as created visual posters that were placed around campus in which I was able to get the club more attention and in turn grow the group from fifteen to sixty members
- Created a successful mentorship program where upperclassman were paired with younger students in which they could work together while getting to know one another
- Informed group members on key points of previous meetings and important upcoming dates while addressing feedback about current/future projects to create a clear vision for the organization

## WORK EXPERIENCE

### PLATEFIT WORKOUT STUDIO

Studio City, CA

*Front Desk Ambassador*

2019-Current

- Created a welcoming environment for new members through thorough explanations of the machine functions, class procedures, and post-workout hydration necessities resulting in positive first impressions of the studio and increased number of returning clients
- Catered to client requests through various methods such as answering emails, sending out promotions, answering the phone, responding to YELP reviews, and photographing classes for social media
- Streamlined process for returning clients by developing personal relationships with each member allowing for me to check them in as they walked through the door and set up for class immediately resulting in sessions beginning promptly

### GO FILM

Hollywood, CA

*Production Assistant*

Summer 2016-2018

- Operated under high pressure in extremely quick-moving environments completing all tasks necessary for the creation of the advertisement
- Engaged with professionals in various departments within a production company such as pre-production, lighting, sound, art, wardrobe, and direction to complete necessary actions over a 3-day commercial production shoot

## SKILLS, INTERESTS, AND HOBBIES

Interests: Writing, Photography (film & digital), Cinematography, Editing, Web Design, Content Creation

Software Experience: Adobe Photoshop, Adobe Premiere, Adobe Lightroom, Final Cut Pro, iMovie,

HTML & CSS, Microsoft Excel, Microsoft Word, Pages

Hobbies: 6 years of travel club volleyball, Highschool Volleyball Captain, Varsity Cheer Team, Choir