



ALEXANDRA ROLL

CONTACT

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EDUCATION

THE UNIVERSITY OF FLORIDA
M.A. Mass Communication & Web Design
December 2019

THE UNIVERSITY OF FLORIDA
B.S. Public Relations
Outside Concentration in Art
December 2017

RELEVANT COURSEWORK

Web Design Principles
HTML, JavaScript, CSS, & GitHub

Advanced Web 1: Development
HTML, CSS, JavaScript, Flexbox, Mobile-First Design, & Responsive Web Design

Advanced Web 2: Advanced Design
Front-end Web Development Frameworks, CSS Preprocessors, Interactive JavaScript, ES6 Syntax, Babel, API's, & AMP

Web Interactivity & Engagment
Content Management System, WordPress, PHP, MySQL, & MAMP

MMAC Capstone Course
Communications Campaign, Research Methods, Strategic Communication, Digital Marketing, UX & Web Design

Corporate & Brand Identity
Adobe Illustrator

Digital Media & Layouts
Adobe InDesign

Digital Imagery in Web Design
Adobe Photoshop

EXPERIENCE

GRAPHIC AND WEB DESIGNER

Freelancer

Orlando, FL | Jan. 2018 - Present

Design business cards, logos, brochures, website mock-ups, and presentations
Develop and design fully functioning websites altered to clients' intel
Increase product sales through product promotions, social media contests, & giveaways
Design creative content for various social media platforms using Adobe application

MMAC CAPSTONE COURSE

Go! Activations

University of Florida | Aug. 2019 - Dec. 2019

Worked on a team to develop a thorough communications campaign to meet clients needs
Designed a fully functioning website utilizing research methods, coding skills, and UX design
Presented a situation analysis, creative brief, campaign strategy, and website to client
Chosen as winner that best captured brand's vision & solved communication problems

PUBLIC RELATIONS/MARKETING INTERN

Graham Leak Branding

Winter Park, FL | May 2017 - Aug. 2017

Wrote multiple press releases for clients resulting in client media coverage
Developed creative content for newsletters and social media platforms
Assisted in the development of social media strategies and executions
Worked directly with clients in event marketing and promotions

ADMINISTRATIVE ASSISTANT

Advanced Hair & Skin Institute

Gainesville, FL | May 2017 - Dec. 2017

Facilitated and conducted client product sales and purchases
Managed scheduling of clients, new client books and paperwork, files and charts
Assisted in the productivity and marketing of office events

YEARBOOK EDITOR IN CHIEF

Lake Highland Preparatory School

Orlando, FL | Aug. 2012 - May 2014

Supervised the production of the school's yearbook development, sales, and distribution
Designed multiple layouts in InDesign, including the selection of fonts, photos, and graphics
Edited and prepared spreads for publication while ensuring all deadlines were met

TOOLS + SKILLS

Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Acrobat DC, User Interface Design, CSS, HTML, JavaScript, PHP, Content Management Systems, SASS/LESS, DevTools Audits, Github, Hootsuite, Canva, and Microsoft Office.