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

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 creative content for various social media platforms using Adobe applications
Develop and manage social media campaigns to increase engagement and awareness
Increase product sales through product promotions, social media contests, and giveaways
Designed business cards, brochures, website mock-ups, and presentations

PUBLIC RELATIONS/MARKETING INTERN
Graham Leak Branding
Winter Park, FL | May 2017 - August 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, Experience with Content Management Systems
DevTools Audits, Github, Hootsuite, Canva, and Microsoft Office.