

# Alexandra Schilling



19953 Dinner Key Drive, Boca Raton, FL 33498  
T: 561-400-7960 E: allieschilling@gmail.com

## Experience

FleishmanHillard | Corporate Communications Intern Sept. 2015-Present

- Work hand-in-hand with account teams to develop and execute client campaigns, including financial services, consumer brands, technology and business-to-business sectors
- Assist in researching and developing online communications and social media plans
- Conduct social media audits to identify top trends and influencers in order to develop strategies to maximize social sharing

WE tv | Digital Media Freelancer Jan. 2015-Present

- Create original interactive digital and social media content for cross-platform integration to increase engagement
- Manage Vine social media profile in accordance with brand marketing standards
- Build original content within the WordPress content management system

Mills Public Relations | Associate Jan.-May 2015

- Assisted in the execution of campaigns for numerous sectors, including real estate, transportation and city government
- Built weekly industry-based newsletters for clients for internal communication purposes
- Wrote, pitched and placed press releases at local print media outlets
- Generated content and strategies for social media to increase audience engagement and build brand awareness

WE tv | Digital Media Co-op Jan.-May 2015

- Refined digital strategy to integrate gifs into website, social and mobile marketing platforms
- Collaborated with the social media manager to write social media copy and post using a content calendar
- Aided in the operations and development of digital and social media strategy to strengthen brand presence
- Utilized analytics tools and tracking documents to measure and analyze posting optimization and cadence in order to promote daily consumption
- Created and built original content including blogs, photo galleries and quizzes while channeling brand voice

## Education

Northeastern University  
Candidate for Bachelor of Arts Degree in Journalism

Dec. 2015 | GPA: 3.6

Dean's List, Special Section Deputy Editor for The Huntington News student newspaper, E-Bulletin Staff Writer for the New England Newspaper & Press Association

## Skills

Computer Skills: Microsoft Word, PowerPoint and Excel, Adobe Photoshop, Final Cut Pro, Social Media: Twitter, Facebook, Instagram, Vine, Snapchat, Pinterest, YouTube, LinkedIn, WordPress, Hootsuite, Google Analytics, Content Curation SEO, Copyediting