

# ALEXANDRA LIN HOLDEN

## MEDIA PROFESSIONAL + DEVELOPER

Media and communications professional with 4+ years of experience. Works featured with Smithsonian Institute, Delta, Boeing, Netflix, AppleTV+, and SpaceX. Passionate about space exploration, tech, coding, UAPs, and multiverses.

## PROJECTS

### ACORD Awards Social Campaign 2021

Curated and managed content for a new month-long media campaign celebrating the game-changers and trend-makers of data standards and new technologies on LinkedIn to a follower base of **7,000+**. Increased ACORD's average monthly reach by **over 200%**, gaining over **4,000** unique impressions over the campaign's total duration.

### REAL ASTRONAUT / PLAY ASTRONAUT 2020 - 2021

Conceived and produced the Supercluster exclusive series connecting real life astronauts with the astronauts of the small and silver screens. Negotiated contracts and booking with **Netflix** and **R&CPMK**. Project led to **R&CPMK** offering an exclusive interview with Joel Kinnaman, establishing a working relationship with executives at **Apple TV+**

### #LaunchAmerica 2020

Managed live social coverage of the historic Crew Dragon DM-2 mission to the ISS on Twitter and Facebook in collaboration with SpaceX. Social content went viral on Facebook, hitting **2K+** likes and **200+** shares on our most popular content. Follower base **grew by 5%** over three days. Content went viral on Reddit's r/Space, hitting **36.3K+** upvotes in two days.

## REFERENCES

**Rich Flynn** - VP of Communications, **ACORD**  
[rflynn@acord.org](mailto:rflynn@acord.org)

**Robin Seemangal** - Content Chief, **Supercluster**  
[robin@supercluster.com](mailto:robin@supercluster.com)

## EMPLOYMENT HISTORY

### ACORD

#### Social Media Manager & Content Associate (2021 - present)

- Curates and creates daily content for **official company** and **C-level executive accounts** on LinkedIn and Twitter, engaging with and sharing critical developments in the global insurance industry
- Leads social strategies and B2B collabs, increasing **follower base** by **16%** and **engagement** by **150%** for the 20/21 fiscal year
- Develops monthly budget for high-priority social media campaigns, averaging a **450%+ increase** in impressions per project under a **\$2,000 expense retainer**
- Implements **front-end solutions** on official ACORD and ASG websites (HTML, CSS, JavaScript)

### Supercluster (by GrandArmy + A24 Films)

#### Head Writer\*

#### (2018 - 2021, full-time) | (2021 - present, contract)

- Profiled **leading figures** in **space exploration** and **popular culture**, including former Livestream CEO/Launcher CEO Max Haot, former astronauts Dr. Mike Massimino, Nicole Stott, Victor Glover, and Ed Lu, Associate Administrator of Human Exploration and Operations Kathy Lueders, screenwriter Mark Heyman (Black Swan), Cathy Ang, Felicity Jones, Ming-Na Wen, and David Oyelowo.
- Drafted social media copy for Twitter/Facebook covering breaking news and engaging with popular culture, in addition to facilitating live coverage of launches to a follower base of **500K-1M**
- Managed relationships with **15+ different cross-industry entities**, including academic institutions (CalTech, UCLA, UH-Manoa), government agencies (NASA), and production companies (Netflix, Apple TV+, Disney)

\*portfolio available at [alexandra-lin.com](http://alexandra-lin.com)

## EDUCATION

### New York University

Bachelor of Fine Arts, Magna Cum Laude (2018)

- GPA: 3.78

- Dean's List: F16, S17

### University of California - Berkeley

Full Stack Development Certificate (exp. 2022)

- GPA: 92.3

- HTML, CSS, JavaScript, Node.js, Express.js, React, Bootstrap, SQL, Git, [Github](#), Gitlab, Gitpages

## SKILLS AND ABILITIES

Adobe Suite, Microsoft Office, HTML/CSS/JavaScript, ProTools, Tableau, SEO-trained, Hootsuite, Slack, CMS (WordPress, MS SharePoint), B2B marketing, classical pianist for 12+ years, [professional playwright](#), makes the best hand-rolled scallion pancakes this side of the pacific