

Alexandra Zoellner

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[Portfolio](#) | [LinkedIn](#)

EDUCATION

Rockhurst University — Kansas City, MO *Master in Business Administration*

MAY 2025 - MAY 2026

- GPA: 4.0
- Involvement: Women's Soccer Team

B.A. in Communication, Minor in Journalism

AUGUST 2022 - MAY 2025

- GPA: 4.0
- Involvement: Women's Soccer Team, Editor-in-Chief of *The Sentinel*, Zeta Tau Alpha Sorority

SKILLS

- Social Media Management
- Graphic Design & Video Editing (Adobe Creative Suite, Canva Pro, CapCut)
- Copywriting
- AP Style & Editorial Writing
- Event Planning & Activation
- Brand Partnerships & Athlete Outreach
- Digital Marketing & Campaign Strategy
- Analytics & Engagement Tracking
- Microsoft Excel (Certified)

AWARDS

Academic Recognition

- College of Business and Technology Dean's Highest Honors (2025)
- College of Business and Technology Distinguished Leadership Award (2025)
- The Scrivener Medal (2025)
- The Bourke Extemporaneous Speaking Medal (2025)
- Most Outstanding Student Organization (2025)
- Dean's List Honors (2022-2025)

Athletic Recognition

- GLVC James R. Spalding Sportsmanship Award (2025)
- Chi Alpha Sigma Athlete Honor Society (2025)
- Academic All-GLVC Honors (2022-2025)

EXPERIENCE

Guided By G Agency — Kansas City, MO *Marketing Coordinator*

FEBRUARY 2025 - PRESENT

- Manage social media accounts for business clients, creating weekly content schedules, with posts, videos, and stories that align with brand identity.
- Assist with outreach and brand partnerships for professional athletes across the NFL, NWSL, and MLS.
- Support event planning and execution for athlete appearances, foundation events, and collaborations.
- Help implement marketing strategies, including brand ambassador programs, while actively interacting with audiences to boost engagement and brand presence.

Sporting Kansas City — Kansas City, KS *Brand Ambassador*

FEBRUARY 2025 - PRESENT

- Execute gameday marketing activations to increase brand awareness and fan engagement throughout Kansas City and the Midwest.
- Coordinate with Broadcast and Match Presentation teams to ensure seamless execution of live segments before, during, and after home matches.

Kansas City Magazine — Kansas City, MO *Editorial Intern*

MAY 2025 - AUGUST 2025

- Wrote AP Style articles in alignment with Kansas City Magazine's editorial standards and style guide, with work published both online and in print.
- Conducted research and interviews to develop accurate, engaging stories tailored to the magazine's audience.
- Assisted in brainstorming and editorial planning for upcoming issues, contributing story ideas and content development.

Missouri Youth Soccer Association — Chesterfield, MO *Communication Intern*

MAY 2024 - SEPTEMBER 2024

- Wrote and published news articles for MYSAs website, delivering timely and accurate coverage.
- Captured event photography and helped create engaging social media content.
- Managed coach and player registration approvals through GotSport, ensuring compliance with league standards.
- Assisted in planning and executing events, including tournaments and camps, supporting smooth operations and participant experience.