

Alexandra Stone

alliepst@gmail.com
336.971.4842



Dear Hiring Manager,

Please accept my application for the Assistant Account Executive at The Variable. As listed in my resume, I will be graduating from East Carolina University in May with a Bachelor of Science in Communication with a concentration in Public Relations. I will also be graduating with a minor in Apparel and Interiors Merchandising. I am seeking an opportunity to begin my professional career and would greatly value the position at Ignite Social Media.

I am a motivated, hard-working and outgoing communicator, which has allowed me to work successfully on several teams and communicate with individuals at all levels. I have also had the opportunity to intern in several sectors of the communication industry including non-profit PR, in-house/agency PR and educational marketing. Each internship has allowed me to learn and practice the roles of a public relations professional.

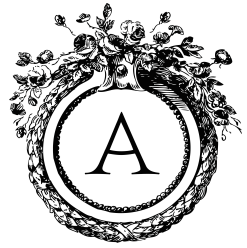
I am confident that each of my skills will work toward making me a positive member and contributor to The Variable team and I look forward to discussing each of these skills and capabilities in more detail. I hope to speak with you about this job opportunity in the near future. Thank you for your time and consideration.

Sincerely,

Alexandra Stone

Alexandra Stone

alliepst@gmail.com
336.971.4842



OBJECTIVE

To obtain the Assistant Account Executive position at The Variable, utilizing my formal education and strengths in public relations, social media, marketing, interpersonal, verbal and written communication skills

EDUCATION

East Carolina University

Expected Graduation: May 2014

Bachelor of Science: Communication

Concentration: Public Relations

Minor: Apparel and Interiors Merchandising

GPA: 3.48

Summer Semester Abroad in Italy: 2013

Related Coursework: Media Writing, Public Speaking, Feature Writing, PR Research and Strategies, Persuasion Theory, Basic Reporting, Copy Editing & Design

EXPERIENCE

The East Carolina University Career Center –

Marketing Intern

Greenville, NC
January 2014-Present

- Maintained social media content for Facebook, Twitter, LinkedIn and Pinterest
- Increased social media users through uniquely developed campaigns
- Assisted Career Center staff during marketing events, including tabling
- Created a Career Fair Handbook from start to finish

The East Carolinian –

Photographer

Greenville, NC
August 2013-January 2014

- Used creativity and an artistic eye to stage photos
- Met multiple deadlines each week
- Worked closely with writers and editors
- Responsible for knowing ins and outs of newspaper layouts

Spark Strategic Ideas –

Public Relations/Social Media/Marketing Intern

Charlotte, NC
May 2013-August 2013

- Produced press releases, fact sheets, media alerts and radio spots on a daily basis
- Generated content for client's social media outlets
- Composed client binders with updated press clippings
- Participated in agency brainstorming for existing and future clients
- Assist with media relations efforts, including searching for and maintaining media contacts list

Eastern North Carolina Stop Human Trafficking –

Public Relations/Social Media Intern

Farmville, NC
August 2012-December 2012

- Monitored all social media outlets on a daily basis
- Completed a weekly newsletter utilizing Mad Mimi
- Created flyers and worked for agency events
- Drafted mass marketing e-mails

TECHNICAL AND DESIGN SKILLS

Excel, Adobe InDesign, Adobe Photoshop, Cision

Social Media Marketing: Facebook, Twitter, LinkedIn, Tumblr, Instagram, Pinterest, Vine, Word Press, Hootsuite

ACHIEVEMENTS AND AFFILIATIONS

Deans List

Public Relations Student Society of America member

Spring 2011-Spring 2014
2011-2012, 2014