

Alexandra Johnson

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EDUCATION

University of North Carolina at Chapel Hill

BA expected May 2025

Major: Advertising and Public Relations

Minor: Musical Theatre Performance

Honors and Awards

- Admitted to the University of North Carolina at Chapel Hill Hussman School of Journalism and Media
- Dean's List – All eligible semesters, GPA: 3.9
- Fashion Communication and Marketing Certificate

RELEVANT EXPERIENCE

Director of Social Events, Kappa Delta– Chapel Hill, NC, January 2022- December 2022

- Collaborated with companies to strategize and execute events
- Planned events accordingly around the budget of \$4500

Intern, JNK Public Relations– Chapel Hill, NC, Wilmington, NC, Raleigh, NC, May 2023-August 2023

- Created Instagram reels of restaurant experiences represented by JNK PR
- Attended various restaurant events to capture content
- Created media contact lists and sent out restaurant events to those media outlets

Sales Associate, Très Bleu Boutique– Wilmington, NC, June 2023-Present

- Learn about in-store products to enhance selling ability to customers
- Interact with customers to ensure a quality experience while influencing them to buy a product

Social Media Intern, SUPERFREEFOODS– Wilmington, NC, January 2023- May 2023

- Assisted with brainstorming for social media content
- Edited videos and pictures to post on TikTok/Instagram
- Captured photos and videos of the product

Student, UNC FashionMash Experiential Marketing and Editorial– Chapel Hill, NC, August 2022-December 2023

- Created hands-on experiences with luxury brands like Salvatore Ferragamo, Fenty Beauty, and Fendi
- Curated photographs using fashion, makeup, and creative ideas for potential publication

Food Blogger, Instagram @foodalex eats– Chapel Hill, NC, December 2020-Present

- Created own Instagram feed with 1,042 followers with content ranging from lifestyle to food reviews

Public Relations Volunteer, UNC Hussman Access, Belonging, Inclusion, Diversity, and Equity (ABIDE) Committee– Chapel Hill, NC, September 2023-December 2023

- Worked directly with the committee to increase student and staff interaction
- Conducted a communication audit to identify areas of weakness and strength
- Curated a portfolio for the ABIDE Committee to use in the future

CAMPUS INVOLVEMENT

Podcast Host, Coulture Magazine– Chapel Hill, NC, October 2023-Present

- Record episodes bi-monthly about various topics relating to lifestyle and fashion

SKILLS & INTERESTS

- Editing: Adobe Premiere Pro, Adobe XD
- Coding: Visual Studio Code (HTML, CSS, javascript)
- Communication
- Influencing