

ALEXANDRA LEE

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EDUCATION HISTORY

University of California, Santa Barbara

2018 - 2022

B.A. in Communication & Global Studies; Minor in Professional Writing for Multimedia

- GPA: 3.79
- Awards: Phi Beta Kappa Honors Society

PROFESSIONAL EXPERIENCE

Santa Barbara Life & Style Magazine - **SOCIAL MEDIA MANAGER**

May 2022 - Present

- Curates and posts cohesive, photography-based, and aesthetic-driven Instagram content for following of 33k+
- Increased @sblifeandstyle Instagram account reach by 41.2% and engagement by 11.6% during first month
- Designs, plans, and produces Instagram Story content through presence at exclusive events + photoshoots
- Maintains account presence, incl. responding to all DMs, managing all tagged content, liking and commenting
- Conceptualizes digital narrative of print content through combination of striking imagery, typography & captions
- Schedules monthly content using Planoly & manages content calendar and list of goals to improve KPI

Santa Barbara Life & Style Magazine - **EDITORIAL INTERN**

June 2021 - May 2022

- 10+ full-length feature articles published in 6 issues + 4 online blog pieces for a total reach of 170,000
- Published a variety of written articles including features, profiles, listicles, and reviews on topics including luxury fashion, fine dining, sustainability, wellness, beauty products, lifestyle, hospitality, travel, and more
- Communicated with current and prospective clientele for story ideas while managing sponsor relationships
- Pitched content ideas, including feature stories, newsletters, subtitles, and social content, directly to Editor
- Worked on a core team of only eight, partnering directly with Editor-in-Chief to manage content goals
- Conducted product and brand research, as well as managing Dropbox file organization and Pinterest content

Women in Media UCSB - **VICE PRESIDENT**

Sep 2021 - June 2022

- Lead of Marketing Committee, an action-oriented subset team that brainstorms and creates effective Instagram and PR content to promote club recruitment & events. Delegated tasks to Marketing Committee.
- Planned, designed, and managed production of all Instagram content, including posts, stories, and mockups
- Organized and executed annual Spring Conference, a 2-day event on UCSB campus hosting panels of 20+ media professionals to speak. Managed entire marketing campaign for conference.
- Increased @wimucsb Instagram account reach by 1,150% and engagement by 285% in one month
- Directly recruited and managed relationships amongst media professionals for Conference attendance
- Demonstrated strong understanding of project management, social media management, and marketing skills

Alpha Delta Pi UCSB - **DIGITAL MARKETING SPECIALIST**

Dec 2020 - Dec 2021

- Cultivated a cohesive social media campaign from ideation to execution to reach a student audience of 3,000+
- Gained knowledge & experience of typography, eye for color, organizational design, and project management
- Handled and managed multiple digital platforms including primarily Instagram, TikTok, and Facebook
- Planned, edited, and posted all social media content for 1 year while increasing content engagement
- Utilized Canva, Photoshop, Adobe SparkPost, Unfold, and more to design striking Instagram posts and stories
- Designed digital posters for member recruitment to be used on Panhellenic account, with reach of 3,700+
- Launched and managed new film photography Instagram account to increase membership engagement

RELEVANT SKILLS

- Design: Adobe Creative Suite, Microsoft Word & Excel, G Suite, Canva, Wordpress
- Social Media: Planoly, Instagram, Pinterest, media production, account management, keen eye for design
- Journalism: AP Style, magazine writing, beat reporting, interviewing, layout design
- Proficiency in HTML and CSS coding for website development using Brackets
- Leadership, team management, group collaboration, conflict mediation and problem solving