Alexandra Lentz

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**Professional Summary**

Reliable, organized, and productive Social Media Project Manager with experience in frequently used platforms and software. Ability to plan social campaigns, implement strategies, and manage sites to ensure desired results.

**Skills & Qualifications**

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| --- | --- |
| Core Skills | Software |
| * Social Media Management * Video Editing * Content Creation * Research & Interviewing * Collaboration and Marketing * Scheduling and Coordinating * Boosting Brand Awareness | * Adobe Audition * Final Cut Pro X * Celtx Software * Sendible Scheduling * Garageband Program * MS Office (Word, PowerPoint, Excel) * Google Suite (Docs, Sheets, Slides) |

**Industry Experience**

Percepture, Inc., Tampa, FL August 2020 – Present

**Organic Social Media Writer / Assistant Project Manager**

* Create social media copy for different clients in B2B and B2C markets and their various social media accounts including Instagram, Facebook, Twitter, and LinkedIn
* Research topics and thought leadership articles ranging from telecommunications to sports energy drinks to cultivate new and exciting copy ideas
* Schedule all posts for clients in a timely and efficient manner using Sendible scheduling platform and Facebook Business Suite
* Collaborate with social media team on various projects to ensure clients vision aligns with what is being written
* Support Digital Marketing team by assisting in projects as assigned
* Assist Business Development Department with various assignments such as making tele sales cold calls, transcribing meetings and generating new business leads through proper research
* Edit promotional videos of various lengths on behalf of clients using Final Cut Pro X

Dunedin Blue Jays Baseball, Dunedin, FL May 2017 – September 2021

**Box office representative, retail shop personnel and reception assistance**

Tampa Bay Lightning, Tampa, FL September 2018 – May 2019

**Lightning Radio Intern**

* Lone intern for radio/broadcast department for the 2018-2019 NHL hockey season
* Coordinated in-game intermission player interviews with head of Public Relations
* Set up and broke down pre- and post-game shows during radio broadcasts at Amalie Arena
* Primary daily content creator/monitor for Lightning Radio Network social media feeds, including Facebook, Twitter, and Tumblr
* Scheduled daily broadcast tweets via Tweetdeck
* Conducted player interviews and team stories for social media, podcasts, and website
* Edited highlight reels and repurposed programming using GarageBand; posted on 24/7 channel Lightning Power Play and archive page

WUTT Spartan Radio, Tampa, FL August 2016 – May 2019

**Sports Director**

* Provided accurate updates in MP3 format to play on radio shows edited using GarageBand
* Oversaw committee of students who attended games to obtain interviews to be played on air

The University of Tampa, Tampa, FL February 2016 – May 2018

**Play-by Play/Public Address Announcer**

* Provided accurate game play information for all home games for women’s softball team and accurate player information and in game announcements for men’s baseball team

Tampa Bay Storm, Tampa, FL May 2016 – August 2016

**Broadcasting Intern**

* Interviewed players on a weekly basis and produced a four-to-five-minute podcast using GarageBand to later be used in the pre-game show
* Handled in-game coordination of interviews with lead PR point person
* Provided score updates on team Twitter and Facebook accounts during games
* Updated Twitter and Tumblr schedules for Lightning Power Play and the Tampa Bay Storm

**Additional Employment History**

Bath and Body Works, Clearwater, FL September 2019 – Present

**Sales and Support Associate**

* Support core staff in a leadership position as lead cashier during high volume store hours
* Train all new cashiers and ensuring a quick, efficient, and friendly cash wrap experience

**Education**

The University of Tampa, Tampa, FL May 2019

**Bachelor of Arts in Communication**

* Graduated Magna Cum Laude
* Her Campus Contributor
* Pi Beta Phi Fraternity for Women Member