



ALEXA HEALY

SOCIAL MEDIA SPECIALIST

PROFILE

I AM AN EXPERIENCED SOCIAL MEDIA SPECIALIST SEEKING A FULL-TIME POSITION IN THE FIELD OF SOCIAL MEDIA AND MARKETING COMMUNICATIONS, WHERE I CAN APPLY MY KNOWLEDGE AND SKILLS.

EDUCATION

THE PENNSYLVANIA STATE UNIVERSITY | 2013 - 2017

BACHELOR'S DEGREE IN COMMUNICATIONS
MAJOR IN BROADCAST JOURNALISM;
MINOR IN SOCIOLOGY

LET'S KEEP IN TOUCH

215-837-8426

ALEXARHEALY215@GMAIL.COM

EXPERIENCE

PHILADELPHIA GAS WORKS

SOCIAL MEDIA SPECIALIST | NOV 2019-PRESENT

- Created and managed monthly content calendar.
- Moderated user content to ensure that all engagement with our brand was appropriate and amplified our message.
- Created social media strategies that support strategic, multi-faceted communications programs designed to build and strengthen the organization's role and reputation as a leader in the Energy industry
- Developed content topics to appeal to users and boost brand awareness
- Worked closely with Graphic Design resources to create appealing content
- Facilitate online conversations with customers
- Analyze metrics and adjust strategies to improve marketing efforts.

PHILADELPHIA GAS WORKS

SOCIAL MEDIA COORDINATOR | JAN 2018-NOV 2019

JET SET CANDY

SOCIAL MEDIA MANAGEMENT INTERNSHIP |
MAY 2016 - AUG 2016

- Developed and launched student blogger affiliate program
- Content creation for brand through writing, photography and graphic design
- Public Relations coordination with outreach to top editors and influencers
- Product photography
- Community Management

SKILLS

- Communication
- Social Media Strategy
- Sprout Social & Google Analytics
- Adobe Creative Suite
- Photography
- Self-motivated and highly organized

CERTIFICATIONS

THE PRINCIPLES OF PROFESSIONALISM: DEVELOPING A NEW CLASS OF LEADERS

LINKEDIN
ADVERTISING ON INSTAGRAM
JFEB 2020