

alexa b. nash

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education

master of science degree | class of 2018 | virginia commonwealth university

Mass Communications, Multimedia Journalism concentration; GPA: 3.83

bachelor of arts degree | class of 2016 | university of lynchburg

Major: Communication Studies, Convergent Journalism Emphasis; GPA: 3.8, Magna Cum Laude

experience

social media coordinator & web content assistant producer | radford university | october 2018 to present

- Produce multimedia content and copy for official Radford University social media profiles (Facebook, Instagram, Twitter, LinkedIn, Vimeo) and radford.edu
- Ensure all social media platforms are timely, updated and maintained consistently to maintain a positive online presence
- Develop and recommend engaging and dynamic social media strategies for University and client partners
- Oversee brand reputation management and brand adherence/education
- Collaborate with Creative Services team and Media Services team for social media campaigns and University initiatives
- Train client partners on social media and web management best practices
- Frequently collaborate with the Office of Advancement to produce cohesive fundraising social media campaigns
- Utilize Hootsuite and Digimind to publish, manage and engage with social media content
- Produce and publish web content for the Office of the President
- Supervise social media intern(s) and provide guidance to university departments and users on the appropriate and effective use of social media
- Assist in the development of new websites and website redesigns for client partners

freelance writer/reporter | may 2015 to present

- *Richmond Magazine, Richmond Bride magazine, C-VILLE Weekly, VPM 88.9 (formerly WCVE)*
- Cover the arts & entertainment, features, local news, politics and development beats

news intern | wric tv-8 | september 2017 to november 2017

- Write and edit online copy, format scripts, assist with shooting stand-ups, B-Roll and live shots; research background information for stories, analyze data on Microsoft Excel and Microsoft Access

editorial intern | c-ville weekly | may 2017 to august 2017

- Cover living, food, health, fitness, entertainment and culture beats; write weekly Small Bites column

editor-in-chief | the critograph | august 2015 to may 2016

- Lead 14-person staff; assign stories; lead content meetings and issue production
- Write one to three articles per week with photos or video; final edit all print and online content
- Represent student media in local meetings, leadership and national media conferences

editorial intern | richmond magazine | may 2015 to august 2015

- Write blurbs and articles for the Arts & Entertainment, Life & Style and News & Features sections
- Assist in marketing events and the Best & Worst Issue party for winners

assistant editor | the critograph | august 2014 to may 2015

- Write one or two articles per week; shoot video and photography; write "Word on the Dell" weekly feature
- Freelance Writer Manager; manage and mentor freelance writers

freelance writer | the critograph | september 2013 to may 2014

- Write one article per week on the health and lifestyle beats

program proficiency

adobe creative suite

Photoshop, Premiere Pro,
Lightroom, Illustrator, Audition,
InDesign

social listening

Hootsuite, Digimind

microsoft office suite

equipment proficiency

Canon DSLR

Sony DSLR

Nikon DSLR

Macintosh

Microsoft PC

computer languages

HTML, CSS