

Alexandra C. Phillips

CREATIVE COMMUNICATOR

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ADDRESS

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WEBSITE

www.alexandracphillips.com

AREAS OF EXPERTISE

WRITING

- News, longform, and public relations writing
- Technical writing (datasheets, solution briefs, white papers)
- Copy editing
- Content production for web and print
- Social media and search engine optimization
- Blogging
- Transmedia storytelling

PRODUCTION

- Publication design and layout
- Photo/video production and editing
- Graphic and logo design
- Infographics

PROMOTION

- Digital promotion management
- Social media management
- Event planning and production
- Content marketing

SOFTWARE AND TOOLS

- WordPress
- JIRA
- Adobe Creative Cloud (InDesign, Photoshop, Premiere, Illustrator)
- Hootsuite
- Social media platforms
- Microsoft Office
- Google Analytics

EDUCATION

BA JOURNALISM & MEDIA COMMUNICATION
BUSINESS ADMINISTRATION MINOR
MERCHANDISING MINOR
Colorado State University / Fort Collins, CO
2013-2016

PROFESSIONAL EXPERIENCE

MARKETING CONTENT SPECIALIST

TIBCO Software Inc. / Greenwood Village, CO / March 2017 - present

Creator and strategist for written and visual content for global marketing campaigns and sales enablement efforts in order to promote the company's products, solutions, and partnerships

OWNER/FOUNDER

Bright Eyes Creative LLC / Denver, CO / March 2017 - present

Creative consulting business that works with clients to write and edit content, create and manage social media content, design content, and content strategy

FASHION, LIFESTYLE, AND CULTURE WRITER

303 Magazine / Denver, CO / Jan. 2017 - April 2017

Wrote weekly fashion and lifestyle articles on local people, places, and events in the Denver metro area

EDITOR - IN - CHIEF, COLLEGE AVENUE MAGAZINE

Rocky Mtn. Student Media Corp. / Fort Collins, CO / Dec. 2014 - Dec. 2016

Published, promoted, redesigned, and rebranded the university's quarterly magazine while managing a staff of writers, designers, and photographers

SOCIAL MEDIA CHAIR

Maids of Athena / Denver, CO / Nov. 2015 - Dec. 2016

Managed official Instagram, Twitter, and Facebook pages for the local chapter of the philanthropic organization

EDITORIAL INTERN

303 Magazine / Denver, CO / May 2015 - Aug. 2015

Wrote weekly fashion and lifestyle articles, managed Pinterest accounts, planned and produced poolside events sponsored by the magazine

EDITORIAL INTERN

Yellow Scene Magazine / Erie, CO / May 2015 - Aug. 2015

Wrote weekly blog posts focused on local events while copy editing and writing articles for the print issue

FEATURES EDITOR

Fashion Report CO / Fort Collins, CO / Aug. 2014 - Dec. 2015

Wrote and curated articles on current and local events in the fashion industry while managing a staff of writers