

ALICIA HOWARD

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ABOUT ME

Emerging recent University graduate looking to add value to a company in need of an articulate communicator and hardworking team player with excellent planning and problem-solving skills.

EDUCATION

University of Nevada, Reno
Reynolds School of Journalism

Bachelor of Arts - Journalism with an emphasis in strategic communications.
August 2021

EXPERIENCE

INTERN

THE ABBI AGENCY
MAY 2021- AUGUST 2021

- Crafted press releases, pitches and conducted media lists for a wide variety of clients across the United States.
- Helped set up and attend press conferences, built relationships with the local media and shadowed public relations executives.

SERVER, TAKE-OUT, FOOD RUNNER, BUSSER, HOSTESS

P.F. CHANGS CHINA BISTRO
SEPTEMBER 2018- AUGUST 2021

- Worked in a fast-pace, team oriented environment to ensure guest satisfaction and smooth operations within the restaurant.
- Built relationships with customers by answering phone calls, taking reservations and serving guests at up to eight tables at a time.
- Handled restaurant floor operations by cleaning and setting tables quickly and efficiently.

INTERN

STRANGE BIKINIS
JANUARY 2020- MARCH 2020

- Utilized social media platforms such as Instagram and Pinterest to communicate brand messaging and build relationships with over 57,000 followers.
- Handled merchandise orders by packaging and shipping online orders.
- Effectively maintained store operations by stocking and organizing merchandise in-store.

SISTERHOOD CHAIRMAN

SIGMA KAPPA SORORITY
OCTOBER 2018- NOVEMBER 2019

- Organized and executed chapter events and destination retreats for 200+ people.
- Coordinated professional meetings and managed budgets upwards of \$14,000.

SKILLS

Social Media Management

Event Coordination

Graphic Design

Hubspot Certifications:

Social Media Marketing

Content Marketing

Digital Marketing

AP Style Understanding

Customer service

Videography