

# Alexa Moyer

(570)899-3747  
[alexa.m.moyer@gmail.com](mailto:alexa.m.moyer@gmail.com)

References available upon request.

**SKILLS:** Copy Writing, Persuasive Communication, Marketing, Social Media, Crisis Communication, Intrapersonal Communications, Leadership, Critical Thinking,

**SOFTWARE:** Adobe Creative Suite, Microsoft Office, HootSuite, Social Media Platforms (Instagram, TikTok, Facebook, X, and BeReal).

## EDUCATION

**Sacred Heart University — M.A.  
Strategic Communication and Public  
Relations**

December 2023                      GPA: 3.95

Relevant Skills: SEO analysis, target-audience strategies, Adobe Creative Suite, critical thinking,

and social media.

**University of New Haven — B.S. Legal  
Studies**

August 2019 - December 2022                      Magna Cum Laude

Minors: Political Science, Professional and  
Technical Writing

## EXPERIENCE

**Brittany Carr for Newington Board of Education — *Digital Campaign Manager***

July 2023 - November 2023

- Create social media campaigns and calendars to stay on track with Campaign goals and strategies.
- Produce creative deliverables for use on social medias with the goal of reaching target audience.
- Work with small team to ensure that social media was used effectively.
- Analyze data of posts to determine effective strategies and to respond accordingly.
- Successfully run digital campaign to allow candidate to become elected to Board of Education with the highest percentage of votes within the party.
- Continue to assist in Campaign strategy as necessary for cohesive branding and outreach.

**International Public Relations Association – *Youth Representative to the United Nations***

November 2023 - Present

- Attend briefings and meetings to gather relevant information and analyze information through lens of IPRA goals.
- Prepare web copy and short summaries of information gathered to share messages with IPRA members.
- Build relationships with a variety of contacts at the United Nations to lean on when gathering more information.
- Adopt an open and present mindset with the international community.
- Develop consistent voice in web copy to be consistent with IPRA's website.

**Website Design – *Freelance***

April 2023 - Present

- Work with a variety of clients to design a website that suits their business needs including web copy, graphics, and other branding elements.
- Assist clients in understanding SEO and analytics to allow them to self-monitor website performance.
- Perform SEO optimization to allow clients to be found on internet searches.
- Boost business branding by providing cohesive elements to their website and other marketing materials such as letterhead and business cards.