

a c

alexa cash

913-223-2406 alexa-cash.com aacash@syr.edu

education

University of Kansas, Lawrence, Kansas
Bachelor of Science in Journalism
Strategic Communication
Minor in Psychology
May 2021

S.I. Newhouse School of Public Relations
Syracuse University, Syracuse, New York
Master of Science in Public Relations
May 2022

activities

Los Angeles, California
PR Entertainment Immersion Program
Mar. 2022

Attended guest speaker events and provided daily key takeaways
Designed a corporate social responsibility partnership presentation

Kappa Delta Sorority, Lawrence, Kansas
House Manager
Nov. 2018 - Dec. 2019
Managed affairs in sorority house
Presented briefs at weekly chapter meetings

Ad Club
Member
Aug. 2018 - May 2021
Built connections in the advertising industry
Developed skills in lectures and workshops

honors

Dean's List, University of Kansas

William Allen White School of Journalism and Mass
Communications Award, University of Kansas

skills

Software
Microsoft Office Suite
Adobe Creative Cloud
Google Suite

Technical
AP Style-Copyediting
PESO Certification
Social Media Analytics
Digital Analytics
Campaign Design
Survey Design

experience

Hill Communications Agency
Syracuse, New York
Account Associate
Oct. 2021 - Present
Create a comprehensive media list
Research and categorize influencers
Compose a content calendar
Draft and send pitch emails

S.I. Newhouse School of Public Relations
Syracuse, New York
Research Assistant
Aug. 2021 - Present
Assist Dr. Gina Luttrell on her book focusing on Wonder Woman
Research and write biographies on prominent feminist icons
Attend weekly sync meetings to discuss progress and tasks

S.I. Newhouse School of Public Relations
Syracuse, New York
Instructional Assistant
Aug. 2021 - Present
Aid the professor with daily tasks
Grade student assignments and quizzes
Conduct weekly office hours

Kansas City Zoo
Kansas City, Missouri
Account Executive
Feb. 2021 - May 2021
Created "Conservation is You" campaign
Led weekly team meetings
Coordinated communications with the client
Produced a plansbook utilizing research

Leading Women of Tomorrow
Lawrence, Kansas
Director of Public Relations
Aug. 2020 - May 2021
Managed all aspects of the Instagram account
Created graphics, newsletters and presentations
Communicated with the student press
Sent bi-weekly emails regarding chapter activities

Wyandotte County Health Department
Kansas City, Kansas
Communications Intern
May 2020 - Aug. 2020
Created and proposed draft media designs
Developed video scripts to maximize reach
Conducted research analysis and presented at meetings
Collaborated with the organization of Comeback KC