



ALEXA GONZAGA

CONTACT

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EDUCATION

BACHELOR OF SCIENCE, PUBLIC RELATIONS

MOODY COLLEGE OF COMMUNICATION

BUSINESS FOUNDATIONS CERTIFICATE

MCCOMBS SCHOOL OF BUSINESS

THE UNIVERSITY OF TEXAS AT AUSTIN | 2013 - 2017

GPA: 3.5



EXPERIENCE

SOCIAL MEDIA MARKETING TEAM SUPERVISOR

UT UNIVERSITY UNIONS | OCT 2015 - MAY 2017

- Oversaw four employees in developing daily content for Facebook, Twitter, Instagram, and Snapchat
- Provided strong project management for social media campaigns and content development, including a university-wide photo contest, resulting in a 10x increase in submissions from the previous semester
- Incorporated analytics and insights into overall marketing strategy
- Identified and attended relevant events for live social media coverage

FILM PUBLICITY INTERN

SOUTH BY SOUTHWEST (SXSW) | JUN 2016 - APR 2017

- Facilitated outreach to press and publicists
- Monitored and analyzed media coverage
- Assisted with on-site press check-in and red carpet setup during the festival

PUBLIC RELATIONS INTERN

KONNECT AGENCY | AUG 2016 - DEC 2016

- Researched and built media lists for clients in the food and beverage industry
- Drafted press releases and pitches
- Assisted with preparation of press kits
- Compiled end-of-year press books



SKILLS

- Social media strategy
- Copywriting
- Microsoft Office / Outlook
- Adobe Photoshop
- Basic HTML
- Blog posts
- Project management
- Graphic design
- Photo editing
- Media pitches



AWARDS

THE UNIVERSITY OF TEXAS AT AUSTIN

PRESIDENT'S STUDENT EMPLOYEE OF THE YEAR FINALIST

APR 2017

MOODY COLLEGE OF COMMUNICATION

DEAN'S HONOR LIST

FALL 2014, FALL 2015