

Alexandra Constantinou

Information

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Education

Texas Christian University
Strategic Communication
Integrated | Public Relations & Advertising
Art Minor | New Media
Bachelor of Science
Magna Cum Laude

Other Experience

TCU School of Art
Videographer | March 2016 - May 2016
TCU Department of Strategic Communication
Teaching Assistant | Jan 2016 - May 2016
Videographer | Sep 2015 - Nov 2015
Moncrief Cancer Institute
Videographer | Sep 2015 - Nov 2015
Artspace 111
Intern | Jan 2015 - April 2015
Direct Resources
Social Media Assistant | Jan 2014 - Oct 2015
Public Poetry
Intern | June 2014 - Dec 2014

Affiliations

PRSA, 2016 - Present
Houston Greek Fest Co-Chair, 2009 - 2016

Selected Art Shows

The Art of Planetary Science, 2017
Beyond The Page, 2016
Oh Snap!, 2016
Biennial, 2016
Raw Talent, 2016
The Zine Society: Library, 2016
The Fort Myers Film Festival, 2015
Extremley Shorts Film Festival, 2014
Where Ends Meet, 2014
One Second Film Festival, 2013

Experience

Rice Business | Marketing & Strategy Coordinator
Houston, TX | Oct 2016 - Present

- Edit publication & press materials according to AP Style
- Generate & schedule content for 9+ social media accounts
- Connect & communicate with prospective students on LiveChat
- Brainstorm new ways to engage audiences on various channels

The Idea Fund | Social Media & Web Fellow
Houston, TX | Sep 2016 - Present

- Develop content & track metrics for social media accounts
- Plan, design & build new WordPress website
- Create press materials for events & grant application cycle
- Communicate with audiences about The Idea Fund's mission

SciArt Center | Communications & Web Intern
New York, NY | Aug 2016 - Present

- Collaborate with director to update, organize & maintain website
- Interview SciArt Members for monthly member spotlights

The Art Galleries at TCU | Social Media & Documentation Intern
Fort Worth, TX | Aug 2015 - May 2016

- Created editorial calendars & weekly content for social media accounts
- Filmed, photographed & documented exhibits & events

PRSSA Bateman Competition | Social Media & Documentation Director
Fort Worth, TX | Jan 2016 - April 2016

- Won Honorable Mention at national level
- Collaborated with TCU chapter of Student Veterans of America
- Planned & executed campaign with events, social media, media relations & organization partnerships

Integrate Agency | Public Relations & Social Media Intern
Houston, TX | May 2015 - Aug 2015

- Worked with 19 clients in various industries
- Created editorial calendars & postings for social media accounts
- Researched event, news & media outreach opportunities

Roxo Agency | Social Media Strategist, Videographer, Photographer
Fort Worth, TX | Jan 2015 - April 2015

- Created a social media strategy & produced content for accounts
- Developed, filmed & edited multiple videos for clients

The Modern Art Museum | Public Relations Intern
Fort Worth, TX | Aug 2014 - Dec 2015

- Wrote & researched content to post on Facebook
- Updated & organized Raizer's Edge & press clippings

Skills

Writing | Associated Press Style, EGUMPP (Mastery Level), blogging

Microsoft Office | Word, PowerPoint, Excel

Social Media | Facebook, Instagram, Twitter, Pinterest, Snapchat, Google+, LinkedIn, Tumblr, Vimeo, YouTube

Social Media Tools | Sprout Social, Hootsuite

Web (basic) | WordPress, Weebly, HTML

Video Editing | Premiere Pro, After Effects

Design (basic) | InDesign, Photoshop

3D Modeling (basic) | Cinema 4D, Tinkercad, Sculpttris