

ALEXANDRA BERGIN

MARKETING, SPORT MANAGEMENT, SPANISH

Aurora, Illinois 618-954-4184 berginalexandra0@gmail.com [LinkedIn](#)

EDUCATION

Aurora University May, 2022

Bachelor of Science

Marketing

Sport Management

Minor in Spanish

GPA 4.0/4.0

CERTIFICATIONS

- Google Ads
- Google Analytics
- Hubspot Frictionless Sales
- HubSpot Inbound Marketing
- HubSpot Social Media
- Delya Mu Delta International Business Honor Society Member

SKILLS

- Social media content creation
- Website Content Development
- Press Release Writing
- Blogging Skills
- Google Analytics
- Conversational Spanish
- Experience with
 - Canva
 - Adobe
 - Microsoft Suite

LEADERSHIP EXPERIENCE

AU American Marketing Association

- VP of Community & Corporate Relations

AU Human Performance

- Social Media Content Creator & Marketing Manager

AU Spanish Language Association

- Social Media Content Creator & Marketing Manager

RELATED JOB EXPERIENCE

rEvolution Marketing Hospitality Intern | 02/2022-Present

- I will actively help with day-to-day client work across a variety of rEvolution accounts and services, specializing in hospitality

St. Louis Cardinals - Authenticity Team Member | 04/2021-Present

- Anticipate the needs of customers and provide high-quality service while upholding company standards and values
- With team, exceeded sales goals on average 15% per night throughout the season
- Provide innovative and fresh ideas for Twitter account that helps boost engagement rates and sales

Aurora University Athletic Communications | 08/2021-Present

- Generate gameday posts for all Aurora University athletics
- Assist with in-game operations
- Run the in-game social media accounts to provide up to date information regarding the athletic events

West Aurora School District - Community Affairs Intern | 08/2021-12/2021

- Assisted in photographing and recapping district events and athletics
- Assisted with digital/social content development and developed various public relation campaigns
- Wrote press releases and proofread communications

Aurora University Athletic Event Management | 08/2019-03/2020

- Ran various athletic events (soccer, basketball, football)
- Assisted with the set up and clean up of an athletic event
- Provided superb customer service

Social Media Manager/Content Creator

Aurora University Spanish Language Association | 08/2020-Present

Aurora University Human Performance | 01/2020-Present

- Create various graphics to post across social media
- Coordinate chapter events
- Continue to grow our social media presence within AU and surrounding areas

OTHER EXPERIENCE

Spartan Ambassador | 08/2021-Present

- Give tours to groups ranging in size from 2-40, while demonstrating effective verbal communication skills

Trinity's Way Non-Profit | Press Release Writer | Volunteer 02/2017-Present

- Write all necessary press releases and promotional items for the organization

Steak 'n Shake | Supervisor/Trainer | 09/2017-09/2020

- Supervised and trained new employees while providing superb customer service and positive experiences for customers

Hostess/Server | Little Mexico | 04/2017-05/2018

- Warmly greeted new and returning customers and developed relationships resulting in high customer loyalty