

Alexa Green

Denton, TX

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PROFESSIONAL PROFILE

Social media can change lives for the better. I am a passionate advertising student who deeply believes in the great power of social media to connect people, build mutual understanding, and contribute to truly meaningful relationships. My work in advertising is inspired by the greater mission to transform the narrative on social media by replacing negative attitudes with positive perspectives.

CORE COMPETENCIES

Problem-solving | Attention to Detail | Organizational Skills | Adaptability

TECHNICAL SKILLS

Microsoft | Adobe | Canva | Zoho | Hootsuite

EDUCATION

Bachelor of Science in Advertising and Brand Strategy

Minor in General Business

University of North Texas, Denton, TX

Expected Graduation: May 2026

CERTIFICATIONS, TRAINING, AND RELEVANT COURSEWORK

Google Digital Marketing & E-commerce Specialization	Jun 2024
Satisfaction Guaranteed: Develop Customer Loyalty Online	Jun 2024
Make the Sale: Build, Launch, and Manage E-commerce	May 2024
Assess for Success: Marketing Analytics and Measurement	Apr 2024
Think Outside the Inbox: Email Marketing	Mar 2024
Attract and Engage Customers with Digital Marketing	Feb 2024
From Likes to Leads: Interact with Customers Online	Feb 2024
Foundations of Digital Marketing and E-commerce	Jan 2024

RELATED EXPERIENCE

Bolt Auto Care

Jan 2024 - Present

Advertising and Marketing Director

Gainesville, Texas

- Direct the rebranding transition from Castrol Premium Lube Express to Bolt Auto Care, establishing a new brand identity to enhance customer trust and market positioning.
- Utilize Zoho Social and performance analytics tools to track, optimize, and manage social media campaigns effectively.
- Increase Facebook posts by 900%, reach by 32.5%, and engagement by 520% through a strategic content revamp, incorporating professional photography, customer engagement initiatives, and localized content.
- Design and develop a new website using SEO and Google Ad Marketing tactics, increasing interactions on page by 38% from the previous year.

Missouri Small Business Development Center

Aug 2023 – Dec 2023

Marketing and Communications Student Worker

Columbia, Missouri – Remote

- Assist with the development and implementation of brand marketing & communication strategies: e-newsletters, create social content, and schedule social media content.
- Communicate professionally, helping identify marketing trends and key opportunities for innovation.
- Learning and working with various web-based programs for design and efficiency.

KOMU

Aug 2023 – Dec 2023

Social Media Management

Columbia, Missouri – Remote

- Produced and published real-time game updates, highlight clips, and engaging content across X and Instagram during live high school football broadcasts.
- Collaborated with reporters and production teams to ensure timely, accurate coverage and consistent brand voice across platforms.
- Tracked post-performance and audience engagement to inform future content strategies and enhance viewer interaction.

SWOOP Advertising Agency

Jan 2026 – May 2026

Copywriter

Denton, Texas

- Write and develop copy for campaigns while collaborating across strategy and creative roles in a student-run ad agency.
- Conducted brand audits and market research to inform strategic recommendations.
- Contributed to agency self-brand audit and client pitch for UNT Facilities Management.
- Participate in team ideation, campaign development, and professional client presentations.
- Planned, advertised and executed SWOOP Open House to promote our brand and gain new prospects for next semester's team.