

ALEXANDRA MURAWSKI

◆ MARKETING MANAGER | FULL-STACK DEVELOPER ◆

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SOCIAL



github.com/almurawski15



@codingalegance



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PROFILE

- Out-of-the-box thinker and self-motivated marketing and web development professional with 4+ years of experience
- Roles: social media strategist, digital content creator, technical support manager, recruitment and operational support lead, researcher, and web developer

PROFESSIONAL EXPERIENCE

Marketing Manager

Productions Plus - The Talent Shop
Jan 2020 - Present

- Oversee all branding and messaging for agency
- Manage internal social media strategy team members
- Maintain website and social media platforms

Manager, Marketing & Recruitment Operations

Productions Plus - The Talent Shop
Mar 2019 - Jan 2020

- Developed quarterly social media strategies to increase following and optimize engagement on company platforms
- Spearheaded the implementation of a new email marketing software for sales team
- Designed and created 23 page internal capabilities PowerPoint deck, email signatures, letterhead, banners, and new logo for marketing package
- Led a successful launch event on-site in D.C. for a client with 50+ staff members
- Trained 30+ internal team members
- Design, edited and executed all quarterly newsletters, email campaigns and promotional outreach
- Created info-graphics and marketing materials for research, sales and marketing clients
- Designed landing pages, handled SEO, and maintained company website

Talent Recruiter

Productions Plus - The Talent Shop
Aug 2017 - Mar 2019

- Recruited for over 1700+ talent per quarter
- Managed outside sourcing sites and lead generation for account managers
- Conducted virtual interviews and managed talent

EDUCATION

Bachelor of Arts, Major in Communication, 2015
OAKLAND UNIVERSITY, Rochester, MI
Lambda Pi Eta, Communications Honors Society

Full-Stack Development Certification, 2021
MICHIGAN STATE UNIVERSITY, Lansing, MI

SKILLS

Leadership
Communication
Email Marketing
Strategic Planning
Visual Presentations
Social Media



EXPERTISE

Microsoft Dynamics CRM
Microsoft Office
Hootsuite/Later
Adobe Photoshop
Google Analytics
PowerPoint/Prezi/Canva

TECHNOLOGY

HTML
CSS
JavaScript
jQuery
node.js
WordPress