

# Alexa Ofelia Cardenas

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## Education

**Florida State University**  
2012 - 2016

**Bachelor of Science**  
*Communications & Digital Media*

**Areas of Focus**  
*Advertising, Public Relations,  
Mass Media Studies, & I.P. Law*

## Specialties

Copywriting	WordPress
Content Marketing	Sprout Social
Social Media Marketing	Photoshop
Email Campaigns	Dreamweaver
Media Relations	Google AdWords
Reputation Management	MailChimp
Project Management	Chatfuel
Leadership	Hootsuite
Public Speaking	AgoraPulse

## Professional Experience

Q Link Wireless  
**Senior Copywriter**

Jan 2018 - Present

Manage a team of 4 writers and responsible for approving all Web and Print copy.

Write Social Media content and manage publishing calendar, create and monitor Facebook and Instagram ads, track audience engagement, and write Comment/Live Chat responses.

Write copy for our websites, Google Ads (text, responsive, and banner), the Q Link Blog, email campaigns, press releases, advertorials, the Help Center, FCC presentations, and more.

Creating a new company's online presence and branded "voice" from scratch, including research of potential target demographics and performing competitor analysis.

Devise strategies to boost online ratings, and oversee a Customer Service Team that responds to all online reviews (via Google, BBB, Consumer Affairs, Sitejabber, etc).

SCI Direct  
**Communications Specialist**

May 2016 - Dec 2017

Created content marketing strategies unique to specific audience personas. Wrote articles, advertorials, press releases, blog posts, eBooks, video scripts, and email campaigns (including *12 Weeks of Peace*).

Social media content creator and manager.

Online Reputation Manager, responsible for resolving and responding to Yelp and Google+ reviews. Boosted positive online reviews across 90+ individual locations.