

# ALEXANDRA S. ORTIZ DÍAZ

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## EDUCATION

### American University | B.A. Communication Studies, Minor in Psychology | May 2025

- Organizations and Extracurriculars: AU Cheer Team, Delta Gamma Fraternity, Puerto Rican Student Organization
- Honors and Awards: Dean's List, American University | Dean's Intern, American University | Lamp of Knowledge, Delta Gamma Fraternity
- Relevant Coursework: Digital Media and Culture, Foundations of Digital Marketing, Visual Communication Design, Marketing and Business for Communication

## EXPERIENCE

### Weber Shandwick | Social Strategy Intern | Washington, DC | June 2025 - August 2025

- Supported digital strategy for brands across finance, tech, logistics, and hospitality by developing insights reports, platform updates, and content audits that informed high-level content planning and engagement optimization.
- Built LinkedIn strategies and custom growth trackers for company executives, contributing to double-digit increases in follower counts and engagement while strengthening leadership visibility and brand positioning.
- Helped launch and refine a short-form video testing framework that drove 2.5x view growth and improved creative efficiency, influencing long-term social strategy across multiple accounts.
- Partnered with creative and influencer teams to translate social trends and performance data into actionable campaign recommendations and executive content playbooks.

### Glen Echo Group LLC | Public Relations Intern | Washington, DC | January 2025 - May 2025

- Supported tech policy clients on issues like AI regulation, cybersecurity, content moderation, and spectrum policy by drafting press materials and securing placements in Cybersecurity Dive, Inside AI Policy, and Politico Morning Tech.
- Created and executed social media strategies that enhanced brand reputation and grew one client's audience by 18% and engagement by 22% over three months.
- Monitored media coverage and legislative developments, delivering weekly and monthly reports, and crafting real-time readouts of congressional hearings to inform client strategy.
- Contributed to planning and media outreach for the State of the Net Conference Series, increasing event visibility and supporting thought leadership efforts.

### Pinkston | Content Intern | Falls Church, VA | June 2024 - August 2024

- Developed bi-weekly content calendars and quarterly messaging frameworks for healthcare and cybersecurity clients, producing platform-specific copy and visual assets across LinkedIn, Instagram, and Facebook.
- Increased Pinkston's social media following by 8% and improved engagement by 12% through content optimization, trend research, and targeted ad support throughout the duration of the internship.
- Produced social performance reports and monitored client channels daily to surface key trends, flag reputation risks, and provide insights that informed ongoing strategy.

### Fundación Ramón Menéndez Pidal | Marketing Intern | Madrid, ESP | January 2024 - May 2024

- Collaborated with cross-functional experts to strategically align the foundation's messaging with its cultural preservation mission.
- Generated compelling written content, including articles, blog posts, and promotional materials, to enhance the foundation's online presence and engagement with a global audience.
- Actively managed and expanded the foundation's social media footprint, devising content calendars, crafting posts, and engaging with the online community.

### Barstool Sports | Content Creator | Washington, DC | September 2021 - January 2024

- Curated and managed content for two student-run Barstool accounts, @stoolamerican and @americanuchicks, across four platforms, maintaining brand consistency and voice tailored to the AU student audience.
- Produced TikTok video content that led to a 150% follower increase in under two months; grew Instagram engagement by 40% over the course of the position.
- Coordinated off-campus events and designed branded promotional materials for Barstool-sponsored initiatives, while writing precise, on-brand social copy with 100% grammatical accuracy.

## INVOLVEMENT

### American University | Advancement Communications Intern | Washington, DC | September 2024 - May 2025

- Developed and implemented social media content strategies, including drafting posts, designing graphics, and analyzing engagement metrics
- Created and designed digital and print materials for marketing campaigns and events, ensuring alignment with university branding
- Collaborated with the communications team to draft web content, execute email marketing campaigns, and analyze performance metrics, contributing to overall campaign effectiveness and stakeholder engagement.

### Delta Gamma, Beta Epsilon Chapter | Vice President, Communications | Washington, DC | December 2023 - December 2024

- Managed and updated the chapter website and social media accounts, including images and content.
- Supported public relations efforts with campus representatives, alumnae, and advisers.

### AU School of Communications | Graphic Designer | Washington, DC | September 2022 - December 2023

- Worked as part of a team of copywriters, designers, and digital specialists, and aligned products with American University's style guide.
- Understood design requirements concerning clients' needs and goals, developed a timeline for project implementation, and defined budget constraints.
- Prepared initial drafts, often presenting multiple options. Amended final designs based on clients' comments and gained full approval.

## EXPERTISE

### Specialization

- Strategic Communications
- Public Relations
- Social Media Strategy
- Branding
- Marketing
- Advertising

### Skills

- Editorial Writing
- Media Relations
- Pitch Development
- Copywriting
- Social Strategy
- Market Research
- Trend Analysis
- Competitor Research
- Content Creation
- Audience Engagement
- Relationship Building
- Time Management

### Software

- Microsoft Office Suite
- Google Workspace
- Brandwatch
- Meltwater
- Cision
- Mailchimp
- Adobe Creative Suite
- Sprout Social
- Canva
- Google Analytics

### Languages

- English - Native
- Spanish - Native