

# Alexis Williamson



(850) 264-8654



Alexis.williamson14@gmail.com



Tallahassee, FL



<https://www.linkedin.com/in/alexis3williamson/>



<https://www.alexismwilliamson1.com/>

## PROFESSIONAL EXPERIENCE

### RB Oppenheim Associates

August 2024 - Present

#### Public Relations Intern

- Conducted comprehensive media research, identifying potential media opportunities per campaign to enhance client visibility
- Analyzed industry trends and audience insights, leading to an increase in targeted media outreach effectiveness
- Identified potential community partners, donors, and media contacts through market research, resulting in a 100% increase in media coverage for 2 clients without previous exposure
- Managed strategic social media content and executed website updates using Hootsuite, boosting client engagement
- Developed and scheduled key event promotions, increasing website traffic social media interactions

### The Famuan

August 2024 - Present

#### News Staff Writer

- Authored 10+ feature articles and news pieces on national and local issues, driving an increase in reader engagement on the newspaper's website
- Collaborated with editors to meet weekly deadlines, leveraging Google Docs for streamlined publication processes and ensuring punctual releases
- Researched and analyzed trending topics, providing well-informed pieces that positioned *The Famuan* as a trusted news source
- Conducted in-depth interviews with students, faculty, and local officials to add diverse perspectives and strengthen story impact

### Enilram Creative Solutions

January 2024 - September 2024

#### Communications Intern

- Enhanced and iterated digital content strategies, driving a surge in brand awareness and audience engagement, utilizing cutting-edge tools and innovative approaches
- Created visually compelling marketing materials using Canva and CapCut, enhancing social media reach and user interactions.
- Ensured message consistency across Instagram, Facebook, and Twitter by crafting compelling brand narratives for social media and the company website
- Optimized content for multi-channel distribution, driving an increase in audience retention on social media
- Superintended backend operations on Wix and LinkedIn, improving SEO performance and optimizing content formatting for increased engagement

## KEY COMPETENCIES

- Digital Marketing Campaigns
- Communications
- Brand Awareness
- Media Monitoring
- Project Research
- Google Workspace
- Marketing Automation Systems
- AP Style Writing
- SEO Research
- Social Media Marketing
- Graphic Design
- Promotional Material

## EDUCATION & CERTIFICATIONS

### Bachelor of Science in Public Relations

Florida Agricultural & Mechanical University (Expected May 2025)

### Muck Rack Essentials

Certified in Media Monitoring and PR (April 2024)

### Hootsuite Platform

Hootsuite Platform Certification (October 2024)