

Alexandria Wells

Contact

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 Columbia, MO

 alexandriawells.com

Education

University of Missouri-Columbia

2017 – 2021

B.A. in Journalism

- Certificate of Multicultural Studies
- Emphasis in Photo Journalism
- Dean's Honor Roll Fall 2017, Fall 2020, and Spring 2021

Work Experience

River Hills Landscaping

August 2021 – present

Marketing & Sales Manager

- Curated content for the company's social media channels and website, developing and implementing strategic campaigns to generate leads, while analyzing metrics to optimize performance
- Developed a comprehensive portfolio showcasing the company's services and capabilities to prospective clients
- Designed and created advertisements for publication in a local magazine, adhering to tight deadlines and ensuring alignment with brand guidelines

Heidelberg

September 2019 – present

Server & Bartender

- Acquired training and proficiency in multiple positions, including front and back of house and management, demonstrating adaptability and versatility
- Consistently delivered exceptional customer service, fostering positive relationships with patrons resulting in high customer satisfaction and repeat business
- Collaborated with diverse teams in a fast-paced environment, honing skills in efficiency, communication, team leadership and problem-solving

Lizzi & Rocco's Natural Pet Market

April 2021 – June 2022

Retail Sales & Dog Trainer

- Demonstrated a commitment to delivering exceptional customer service and building relationships with pet owners fostering brand loyalty
- Developed an understanding of products and services, providing expert advice and recommendations to customers, while effectively communicating product features and benefits to drive sales and meet customer needs

Columbia Missourian

August 2019 – May 2021

Reporter, Staff Photographer & Photo Editor

- Produced written content for print and web editions of the newspaper, covering general news, and specializing in COVID news, city government affairs, and local business features
- Captured compelling visual content of the community using photography as a storytelling medium to document diverse subjects and events, with a focus on local news and sports
- Led strategic initiatives as a photo editor, directing photo assignments, curating visually appealing imagery for web and print, and designing captivating layouts and long-forms to drive audience engagement
- Demonstrated ability and resourcefulness in identifying newsworthy stories, securing relevant quotes, and meeting strict deadlines
- Collaborated with reporters, photographers, editors, and designers to ensure cohesive storytelling and impactful visual representation across platforms
- Excelled in a fast-paced environment, using a results-oriented approach and strong communication skills to deliver a cohesive and impactful product
- Adhered to ethical guidelines of journalism, respecting the privacy of subjects and striving for transparent truth and authenticity in visual storytelling