

# Alana Shapiro

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## EDUCATION

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### James Madison University

Harrisonburg, VA

*Bachelor of Arts in Media Arts and Design | Creative Advertising Concentration*

May 2023

- Relevant Coursework: Creative Advertising Campaigns, Copywriting for Advertising, Visual Communication Design, Mass Communication Law, International Advertising, User Experience Design, Elements of Creative Advertising

## EXPERIENCE

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### JMU Athletics

Harrisonburg, VA

*Social Media & Graphic Design Intern*

August 2022 - April 2023

- Developed and implemented a marketing plan and social media content strategy for JMU Athletics' by crafting daily posts and actively monitoring emerging trends and KPIs, resulting in heightened online involvement from fans
- Utilized strong graphic design skills and extended the reach of marketing efforts by creating design assets and graphics for out-of-home placements, weekly magazine ads, emails, social media platforms, and signage
- Captured captivating content to post on game days, including behind-the-scenes footage and game highlights

### Vector Marketing Harrisonburg

Harrisonburg, VA

*Social Media Recruiting Assistant*

February 2022 - May 2022

- Identified and reached out to individuals over social media who were interested in sales and recruiting positions
- Collaborated with the recruiting team to develop and execute daily social media posts to attract potential candidates
- Advanced recruitment efforts by sharing insights in weekly team meetings and suggesting strategies for improving conversion rates and candidate engagement

### ShapDesigns @ Etsy

Remote Work

*Founder and Designer*

April 2020 - November 2020

- Generated over \$4,000 in sales by independently designing and painting customizable sneakers through Etsy
- Managed multiple listings and wrote compelling product descriptions with relevant keywords to improve search results
- Promptly fulfilled orders and responded to customer inquiries and emails to provide product information, answer questions and ensure buyer satisfaction

## ACTIVITIES

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### Alpha Sigma Alpha

Harrisonburg, VA

*Public Relations Assistant Chairwoman*

December 2021 - December 2022

- Worked with public relations committee and lead chairwoman to maintain an online presence on social media platforms
- Posted weekly content on Instagram and Tiktok, created recruitment videos, captured footage at events, hosted photo and video shoots and designed apparel for the chapter

### JMU Greek Sing Philanthropy Event

Harrisonburg, VA

*Creative Director*

January 2022 - April 2022

- Worked closely with a team of directors to organize, promote, and execute JMU's highly anticipated "Greek Sing" competition for participating organizations and members; had a turnout of over 4,000 students
- Conceptualized and created props, visuals, and promotional graphics that aligned with the theme of the event, contributing to an immersive and memorable experience for the participants and attendees

## SKILLS & INTERESTS

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**Computer:** Adobe Photoshop, Adobe Illustrator, Adobe Premier, Google Workspace, Canva, Wix, Wordpress, Microsoft 365

**Skills:** Social Media Management, Brand Awareness, Copywriting, Content Creation, Digital Marketing, Brand Strategy, Graphic Design, Content Strategy, Influencer Marketing, SEO Strategy, JavaScript, Keyword Optimization, Social Media Campaigns