

Alexis TerKonda

LinkedIn: Alexis TerKonda

EDUCATION

University of North Florida, Coggin College of Business

Bachelor of Business Administration in Marketing

GPA: 3.82

Jacksonville, FL

August 2017-Present

Chapman University, Dodge College of Film & Media Arts

Bachelor of Fine Arts in Creative Producing (transferred before graduating)

GPA: 3.88

Orange, CA

August 2016-May 2017

PROFESSIONAL EXPERIENCE

Erick for Congress

Marketing Director

Jacksonville, FL

August 2019-Present

- Collaborate with congressional candidate Dr. Aguilar, the campaign manager, communication director, and political director to discuss campaign marketing strategy
- Manage marketing strategy for social media, digital advertising, and OTT ads
- Oversee and delegate the work of the entire marketing department, which includes three campaign staff members and two outside marketing companies

The Adecco Group

Marketing Intern

Jacksonville, FL

June–August 2019

- Continuously managed up to four projects at a time for various departments including: Marketing, Human Resources, Risk Management & Finance
- Filmed and edited three videos, two of which are used for safety training and new hire training
- Assisted in a full company rebrand by creating a detailed social media marketing campaign and producing a teaser video that is used by the company to advertise an upcoming conference
- Shadowed three other marketing departments including: Content Management, Brand Marketing, & Internal Communications

Episcopal School of Jacksonville

Marketing & Media Production Assistant

Jacksonville, FL

August 2017–January 2019

- Developed and produced marketing and advertising videos for the Admissions and Advancement departments which are used for the school's website and other promotional uses
- Produced and managed a six-series video campaign for admissions use
- Produced and edited four fundraising videos for the school which were each viewed over 300 times

Downtown Vision, Inc.

Marketing & Social Media Intern

Jacksonville, FL

May–August 2018

- Managed up to four projects at a time, which included writing website blog posts, managing social media content, leading photography shoots, assisting with promotional collateral, and promoting and setting up events
- My photography was featured in two annual reports that the nonprofit publishes

AWARDS AND ACHIEVEMENTS

Beta Gamma Sigma Member – Honor society for the top 10% of business school students

January 2020-Present

Dean's List, UNF – Achievement for maintaining a GPA above 3.5, awarded per semester

August 2017-Present

Academic Scholarship, UNF – Scholarship for academic achievement

August 2017-Present

Dean's Scholarship, Chapman University – Annual scholarship for academic achievement

August 2016

Sodaro-Pankey Scholarship, Chapman University – Annual scholarship for talent-based achievement

August 2016

Mayo Clinic Scholarship – Annual scholarship for academic achievement

August 2016

COMPUTER AND TECHNOLOGY SKILLS

Computer: Proficient in Microsoft Word, Excel, PowerPoint; Adobe Premiere; Adobe Photoshop, Hootsuite