

CONTACT

✉ alexandra.raab1@marist.edu

☎ 845-260-0014

🌐 www.alexandraraab.com

AD EXPERTISE

- Creative Problem Solving
- Visual Storytelling
- Writing for Media
- Campaign Strategy
- Branding
- Copywriting
- Market/Industry Research
- Persuasion
- Campaign Development

SKILLS

- Procreate
- Photoshop
- Later
- Canva
- Microsoft Office Suites
- MRI Simmons

ALEXANDRA RAAB



Copywriter

When not brewing up a third cup of espresso, you can catch me figuring out the next local coffee shop I am sitting in to get inspiration from. Once my pencil hits paper, there's no stopping me from what is to come next.

WORK EXPERIENCE

CONTENT CREATOR Dec 2021-May 2022
Digitality Marketing LLC

- Creating copy for weekly social media posts for multiple local businesses.

ACCOUNT REPRESENTATIVE Aug 2021- Dec 2021
North Road Communications

- Worked with nonprofit Meals on Wheels of Poughkeepsie throughout the semester and assisted with event-related communication requests.

COPYWRITER Jun 2021-July 2021
VCU Camp ADventure

- Competed with other campers worldwide for 6 weeks and worked on a full campaign for nonprofit Buy From A Black Woman and placed within the top 5 of our section

EDUCATION

Marist College: Poughkeepsie, NY Aug 2018-May 2022

Bachelor of Communications and the Arts in Advertising with minors in Psychology and Interactive Media

- Honors: Cum Laude
- AAF Member
- Alpha Delta Sigma Honor Society
- Competed in the National Advertising Competition for Meta Quest 2