

Alexandra Cotton

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Education/Certifications

Texas State University

Bachelor of Science, Public Relations- Sports Media Concentration

Relevant Coursework: Foundations of Public Relations Writing, Public Relations Campaigns, Public Relations Research Methods, Sports as News, Sports Media, Strategic Sports Communication, Web Design and Publishing, Writing for Public Relations.

San Marcos, TX

August 2024

NYU through Yellowbrick

NYU Fundamentals of Global Sports Management Certificate

Remote

Expected by March 2025

Coppell High School

High School Diploma

Member of Tennis Team

Coppell, TX

June 2020

Class Project Experience

Foundations of Public Relations Writing

San Marcos, TX

January - April 2023

- Transcribed radio PSAs broadcast style by listening to voices, music, and sound effects.
- Learned and applied AP style to media advisories and press releases.
- Practiced writing attributes and direct quotes in AP style.

Writing for Public Relations

San Marcos, TX

June 2023

- Created a non-profit concept then wrote media advisories and press releases for the non-profit concept.
- Created a media kit that included press releases and mock social media posts for the non-profit concept.
- Published an easy-to-use website for the non-profit concept.
- Utilized and gained more experience with Microsoft Word, Canva, and Wix.

PR Campaigns – The Fentanyl Awareness Project

San Marcos, TX

January - April 2024

- Planned an event on campus and distributed 225 boxes of Narcan.
- In charge of posting and replying to DMs on Instagram.
- Wrote and sent Letters to the Editor at local news stations and newspapers.
- Managed multiple tasks, including creating social media posts with Canva, updating my team's social media accounts, and writing press releases by their due dates.

Experience

C-Con Services Inc.

Summer Assistant

Lewisville, TX

June – August 2022

- Made sure change orders and invoices were correct by matching the numbers.
- Learned organization skills by filing change orders and invoices by company and date.
- Updating the online organization system while adding permits and documents for cities around DFW.
- Assisted the Project Manager by locating water, wastewater, and fire permits.

Skills & Interests

Technical: Microsoft Office, Adobe Premier Pro, HTML & CSS, social media

Interests: Writing, event planning, web design