
ALEXANDRA GUARINO

732-232-9278
guarino.a@northeastern.edu
alexandraguarino.journoportfolio.com/

ABOUT ME

Graduate student with an advanced understanding of news reporting, public policy and political behavior. Well-versed in communication and marketing strategies. Eager and excited to enter the workforce and further my knowledge of domestic and international affairs.

EDUCATION

Master of Science
Global Studies and International Relations,
College of Professional Studies
Northeastern University
2022- present

Bachelor of Arts
Political Science, College of Liberal Arts
Journalism, College of Communication
Pennsylvania State University
2018-2022

EXPERIENCE

Design Assistant, Denmoss Inc.

May 2022 - Present

- Assist in the brand's digital asset management through the Google Drive and Office 365.
- Use the Adobe Creative Cloud applications to organize blouse styles and manipulate numerous prints and garments.
- Collaborate with the design team to create cads and other digital representation of the product.

Marketing Intern, Clarks Landing Yacht Group

May 2021-February 2022

- Created the company's social media schedule, assisted in the marketing strategies through writing emails and pitching story ideas to both bridal and lifestyle publications.
- Worked directly with the company's seven locations to promote yacht sales and wedding venue bookings.
- Used various marketing platforms, like Hootsuite, Canva and MailChimp to create client facing advertisements and images.

THON Chair/Dancer, Penn State Dance Marathon

January 2019-February 2022

- Chosen to represent the THON and Panhellenic community as a dancer in Penn State's annual 46 hour Dance Marathon dedicated to the children and families battling pediatric cancer.
- Advised all online donations from Alpha Phi to THON while working directly with the members of the chapter and the Four Diamonds families to ensure funding.

Staff Writer, College Magazine

October 2021-May 2021

- Participated in a writing intensive that specialized in training to use personal voice, interview sources and write articles that are directed toward college students.
- Wrote and published weekly articles using Wordpress and Slack in collaboration with a senior editor

Staff Writer, Her Campus PSU

January 2020- September 2021

- Created blog posts for an online magazine that related to female students and was used as a tool to navigate the college experience.
- Promoted creativity and gained experience in editorial writing, social media, and online formatting.

Campus Representative, Rent the Runway

September 2019- March 2020

- Pitched marketing campaigns and created brand awareness throughout campus while gaining entrepreneurship, leadership, and marketing skills.
- Created social media content and held campus events to advocate for the brand.

SKILLS

- Proficient in Canva, Hootsuite, MailChimp, WordPress, Adobe Creative Cloud, Google Drive
- Strong Academic Record
- Verbal and Written Communication

CERTIFICATIONS

- Conde Nast College of Fashion and Design- Fashion Journalism Short Course
-