

# ALEXANDRA BRIEGER

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## SUMMARY

Originally from San Francisco, California, I recently completed my Master's degree in Media & Communication at Uppsala University. With a strong foundation in research, copywriting, and content writing, I'm passionate about delivering clear and effective communication. I bring solid leadership and teamwork skills, a keen eye for detail, and a commitment to excellence in all my work.

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## WORK EXPERIENCE

### Social Media Marketing Specialist, Frever Sep 2024 - Present

- Assisting in the development and execution of social media strategies to boost brand visibility and foster audience engagement
- Crafting compelling content for social media platforms, including posts, articles, and video scripts, to capture audience attention
- Identifying and establishing collaborations with influencers to build meaningful partnerships and expand brand reach
- Experience in utilizing ChatGPT and other AI programs

### Research Assistant, Uppsala University Sep 2023 - Oct 2023

- Assisted in writing research paper focused on news avoidance in Sweden, now published in the Nordicom Review, "The shadowy realm of news avoidance: Exploring public service news avoidance as negative social action"
  - Conducted a comprehensive literature review, assisted in data collection, and collaborated with a team of seven interns
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## EDUCATION

### Master of Social Science in Media & Communication 2022 - 2024

Uppsala University

- Specialization in Digital Media & Society
- Thesis: "Empowerment or exploitation: A qualitative analysis of online feminist communities' discussions of deepfake pornography".

### Bachelor of Arts in Media Studies 2017 - 2021

University of Oregon

- Relevant coursework in Media Ethics, Crisis Communication, Global Media Studies
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## ADDITIONAL INFORMATION

- **Skills:** Social media marketing, Quantitative/qualitative research, Communication, Multitasking, Customer service, Leadership, AI, Copywriting, Copyediting, Content writing
- **Languages:** English, (Conversational) Swedish
- **Awards/Activities:** Received the Global Scholarship for studies at Uppsala University, received the Anderson Scandinavian Studies Scholarship from University of Oregon for studies abroad