

ALEXUS A. WASHINGTON

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COMMUNICATION PROFESSIONAL

Web & Print Content Development | Project Management | Social Media Management

Multi-faceted strategic communication professional with 3 years of experience in developing engaging web, print and social media content, managing social media presence and engagement and effectively coordinating projects and community events.

CORE STRENGTHS

Business, Copy & Creative Writing | Social Media | SEO | Public Speaking | Event Planning | Research | Information Dissemination | Advisement | Interpersonal & Organizational Communication | Blogging

PROFESSIONAL EXPERIENCE

Columbia College, Columbia, SC

2018 – Present

Rigorous, cohort-style M.Ed. Higher Education Administration program that focuses on a global view of higher education governance, organization, leadership, student affairs, enrollment management, finance and the law.

M.Ed. Higher Education Practicum: Office of Advancement

Compiled year-end outcomes for office's marketing and communication projects. Tracked and evaluated media coverage for the college. Assisted with the positioning of college's president to deliver messages, increase visibility and promote direction of the college. Wrote press releases, program updates and faculty news. Assisted with front-end web development and user experience. Managed college's social media accounts.

LRADAC, Columbia, SC

2017 – Present

Award winning, public, not-for-profit agency that specializes in substance use disorder prevention, intervention and treatment programs for Lexington and Richland counties.

Prevention Specialist

Created strategic digital content for agency publications and social media. Collaborated with Strategic Management to develop presentations, infographics, and other promotional visual content that was in line with our brand. Managed agency wide e-learning system and in-house training center.

- Spearheaded information dissemination efforts (community resource library, Speakers Bureau, web content development and distribution) and identified a cost-efficient and effective platform that slashed costs by 100%.
- Awarded the Silver Wing Award of Excellence by South Carolina chapter of the Public Relations Society of America (PRSA) for newsletter publication, "Prevention Resources Everyone Should See".

Communication Assistant

2017-2017

Fostered all aspects of community coalition's online social media presence and managed the daily creation and sharing of social media content and engagement. Produced relevant content for community coalition's website. Effectively utilized appropriate metrics to monitor success and improve reach for social media campaigns.

HORRY-GEORGETOWN TECHNICAL COLLEGE, Conway, SC

2016 – 2017

Multi-campus community college with more than 500 employees, specializing in continuing education and training.

Circulation Manager

Oversaw all operations and administration for the main campus' library. Acted as a liaison between departments and campuses on behalf of Learning Services. Provided comprehensive technical support to students, faculty and staff. Developed and executed engaging monthly and quarterly displays. Hired, trained and supervised student workers.

COASTAL CAROLINA UNIVERSITY, Conway, SC

2015-2016

Public, four-year, liberal arts institution in South Carolina with over 2,000 employees.

Communication Intern

Interned for Counseling Services' Student Outreach department. Developed promotional flyers, posters, and web content to increase department awareness on campus and within the community. Assisted with multiple national campaigns, including "To Write Love on Her Arms," "The Out of the Darkness Suicide Awareness Walk" and "The Red Flag Campaign."

- Became a certified Peer Educator and Step Up! Bystander Intervention Trainer.
- Successfully planned and launched a campus-wide International Women's Day event.

VOLUNTEER EXPERIENCE

ALPHA KAPPA PSI, INDIANAPOLIS, IN

2016-Present

Oldest and largest co-ed professional business organization with over 200 collegiate chapters and 240,000 members.

Psi Zeta Chapter Advisor

Worked directly with collegiate chapter on behalf of regional director. Provided guidance and assistance to the chapter and chapter officers on problem solving, conflict resolution, risk management policies, chapter planning and chapter programming. Appointed and managed members on the Chapter's advisory board.

EDUCATION AND PROFESSIONAL DEVELOPMENT

Master of Education | Higher Education Administration | **Columbia College**, Columbia, SC | August 2018

Bachelor of Arts in Communication | Cum Laude | **Coastal Carolina University**, Conway, SC | May 2016

TECHNICAL SKILLS

WordPress | Squarespace | Weebly | MailChimp | Microsoft Suite | Google Analytics

Social Media: Twitter | Facebook | Instagram | Snapchat | LinkedIn | Pinterest

SPECIAL PROJECTS

Writing Portfolio: <https://alexuswashington.journoportfolio.com/>