

ALEXA KWIATKOSKI

Content Designer and Creator

CONTACT INFO

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EDUCATION

The Johns Hopkins University *Baltimore, MD*
Bachelor of Arts, May 2013
Major in Writing Seminars
Minor in French
Pi Delta Phi French National Honors Society
GPA: 3.83

SKILLS

Language:

Advanced reading, writing, and listening comprehension in French, proficient speaking ability in French

Computer:

Adobe Creative Suite, Microsoft Office Suite, WordPress, HubSpot, Google Analytics, MailChimp

WRITING AND EDITORIAL EXPERIENCE

SundaySky | New York, NY

Content Designer, Oct. 2021-Jan. 2023

- Developed and executed video scripts for Fortune 500 clients including Verizon, Aetna, AT&T, and Morgan Stanley.
- Collaborated with clients to create compelling stories to achieve their marketing goals, such as boosting customer engagement, reducing customer service costs, and increasing renewals.
- Utilized SundaySky's video platform to incorporate client data and implement logic-based conditions to produce dynamic, personalized videos at scale.
- Worked closely with corporate brand stakeholders and the SundaySky design studio to ensure all creative aligned with the video script and logic.
- Provided training to new clients on the use of SundaySky's software to create personalized videos independently.

Thunderfoot | New York, NY

Content Manager, June 2020-Oct. 2021

- Collaborated with company leadership to craft and execute comprehensive editorial and creative strategies for a diverse book of accounts.
- Commissioned and edited blog posts, graphics, and digital stories to meet clients' goals.
- Guided the ongoing success of a team of Content Associates.

Sr. Editorial Associate, June 2019-June 2020

- Edited and managed the work of internal and freelance content writers.
- Maintained editorial and social media responsibilities as Content Associate.

Content Associate, April 2018-June 2019

- Wrote articles, case studies, white papers, and digital stories for a variety of clients on topics from logistics to financial technology.
- Created content for social media and oversaw clients' social accounts.

AFS-USA | New York, NY

Copywriter, June 2015-Apr. 2018

- Served as primary content creator for blogs, company website, and social media.
- Managed email communications to potential study abroad applicants, program alumni, and host families.
- Developed ad content for use across print and digital media channels, on both a national and local level.
- Oversaw and edited the work of external writers.

ADDITIONAL EXPERIENCE

Teaching Assistant Program in France | Limay, France

English Assistant, Sept. 2014-May 2015

- Taught English to French high school students, focusing on discussion and conversation.
- Fostered an interest in American culture and language; led discussions comparing U.S. traditions to those in France.