

# Alexandra (Lexi) A. Gudaitis

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## Education

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**Williams College**, Williamstown, MA June 2019  
Bachelor of Arts, History major with Honors  
Dean's List: All semesters; GPA: 3.85; Major GPA: 3.91  
William Bradford Turner 1914 Prize for the best senior honors thesis in the field of American history  
Fulbright Finalist

**Hunter College High School**, New York, NY June 2015

## Work Experience

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**Thunderfoot** – New York, NY, *Digital Marketing Content Associate* September 2019 to Present

- Research and write 8-10 blog posts per week and produce web copy for clients across a wide range of industries including technology, cybersecurity, finance, and medicine.
- Manage 6 client accounts, interfacing with clients weekly and ideating, producing, and publishing content, such as white papers and digital stories, in support of clients' marketing goals
- Write and manage social media content for clients across platforms using Hootsuite and Eclincher

**Hive Social Impact Consulting** – New York, NY, *Intern* Summers 2018, 2019

- Researched client-selected social causes including child marriage, women's rights, and refugee issues, drafting briefings and summaries of weekly news developments
- Conducted extensive independent research and presented to the company founders on numerous topics including the forms and efficacy of college activism and popular movements such as Black Lives Matter, March for Our Lives, and #MeToo
- Ideated and designed campaigns for causes including Vow to End Child Marriage and Better4Kenya

**Florentine Films/Ken Burns** – New York, NY, *Intern* Summer 2017

- Worked on various stages of *The Vietnam War*, *College Behind Bars*, and *Hemingway* documentary films
- Researched visual and written content for films including photos, videos, articles, microfilm, and archival materials and summarized and catalogued research results
- Archived photos and videos in Adobe Bridge and Filemaker

**Don MacKinnon/Ken Burns** – New York, NY, *Intern* January 2017

- Documented key segments of *The Vietnam War* film on a thematic basis for use in developing digital engagement and promotion strategies for the PBS series
- Provided input on general promotional plan, including social media and insights on potential millennial response to the film

## Supporting Experience

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**Williams College History Department** – Williamstown, MA, *Teaching Assistant* 2018

- Assisted Professor Magnús Bernhardtsson in his Modern Middle East History course
- Evaluated writing, lead review sessions, and assisted in preparation for and organization of the course
- Helped students prepare for and moderated debates on the Israeli-Palestinian crisis

**Williams College History Department** – Williamstown, MA, *Junior/Senior Advisor* 2017 to 2019

- Assisted in the hiring process for new faculty
- Served as a liaison between students and faculty within the History department

**All Campus Entertainment** – Williamstown, MA, *General Entertainment Chair, Traditions Chair* 2015 to 2019

- Managed an \$80,000 annual budget
- Organized a wide range of catered campus events, including movie screenings, dances, and carnivals

**Peer Health** – Williamstown, MA, *President* 2015 to 2019

- Refocused club activities to emphasize student mental health and well-being, organizing weekly discussions and related events focused on these and other student health concerns
- Managed peer counseling program and provided counseling to fellow students

## Skills

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- Languages: Fluent in Russian, proficient in Italian
- Proficient in Google Workspace, Mailchimp, Wordpress, HubSpot, Hootsuite, Eclincher, Microsoft Suite, InDesign, Filemaker, Adobe Bridge, Figma