

Alexandra Meske

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EDUCATION

Central Michigan University, Mount Pleasant, MI

Anticipated Graduation: May 2026

Bachelor of Applied Arts in Integrative Public Relations and Spanish

Leadership Minor

Dean's List

GPA: 3.56

RELEVANT COURSEWORK

Central Michigan University, Mount Pleasant, MI

Fall 2022 – Present

JRN 551: Case Studies in Public Relations

- Applied critical thinking and PR planning to analyze real-world cases and propose communication solutions.
- Strengthened writing skills through projects on media strategy, crisis communication, and ethics.

JRN 450: Public Relations Writing

- Gained understanding in how to tailor messages for social media, press releases, blog posts, newsletters, etc.
- Gained skills in identifying target audience's needs and behaviors to tailor messages for greater impact.

JRN 369: Advertising and Public Relations Research

- Identified and applied various research methods based on situational demands.
- Applied statistical concepts and numerical data analysis to obtain quantitative and qualitative data for campaigns.

RELEVANT EXPERIENCE

Central Agency

Vice President

Student PR Agency—Mount Pleasant, MI

October 2025 – Present

- Helped relaunch a previously dormant agency by rebuilding membership and restoring client operations.
- Managed agency operations, strategic planning, project timelines and client management with the president.
- Coordinated weekly leadership meetings to maintain clear communication across accounts and leadership.

United Shore Professional Baseball League

Utica, MI

Public Relations and Marketing Intern

May 2025 – August 2025

- Produced weekly marketing reports, analyzing KPIs to help inform decisions and improve fan engagement.
- Captured in-game clips and posted live updates to enhance real-time fan engagement across social platforms.
- Coordinated outreach to a wide range of groups to secure bookings for special events and themed game nights.

Alpha Sigma Tau Sorority

Vice President of Marketing

Beta Chapter—Mount Pleasant, MI

January 2024 – December 2024

- Led development of creative marketing strategies and campaigns to promote events and campus engagement.
- Collaborated with executive board to design visuals that authentically reflect the chapter's values and identity.
- Maintained an active and consistent presence of the chapter across all socials and throughout campus events.

Central Michigan Life

Staff Reporter

CMU Newspaper—Mount Pleasant, MI

September 2022 – January 2024

- Conducted in-depth interviews with presenters, staff, and New York Times best-selling authors, on and off campus
- Wrote and revised well-developed articles for digital and printed publication efficiently, meeting tight deadlines.
- Documented events through photography to complement articles, increasing overall reader engagement.

ADDITIONAL INVOLVEMENTS

Public Relations Student Society of America

January 2024 – Present

Sarah R. Opperman Leadership Institute

November 2022 – Present

Alpha Sigma Tau Sorority

August 2022 – Present

USAC Alicante, Spain (Study Abroad)

May 2024 – July 2024

Leadership Safari

August 2023 – August 2025

HONORS AND RECOGNITION

Chapter Brand Excellence: Marketing and Communications Award, *Alpha Sigma Tau Sorority*

June 2024

Centralis Gold Award, *Central Michigan University*

May 2022

Leadership Advancement Scholar, *Central Michigan University*

January 2022