

# Alexa Gutierrez Salcedo

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## EDUCATION

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### Masters of Arts, Public Relations and Advertisement

Expected May 2027

University of Southern California

Los Angeles, CA

- Daily Trojan Writer

### Bachelor of Arts, Communication Studies

May 2025

University of San Diego

San Diego, CA

- Minor in Marketing and Political Science
- GPA: 3.49
- Co-President of Lambda Pi Eta, Communication Studies Honor Society
- USD American Marketing Association
- International Ambassador

## EXPERIENCE

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### San Diego Legion Rugby

San Diego, CA

Marketing Intern

Jan. 2025 - June 2025

- Coordinated game day logistics for home matches with over 2,000 attendees through setup, promotions, and in-stadium activations
- Increased advanced ticket sales by 14% through directly assisting with remote and in-person operations
- Assisted promotional events that increase social media engagement, ticket sales, and team presence and awareness

### USD Baseball Team

San Diego, CA

Social Media & Marketing Intern

Sept. 2024 - June 2025

- Managed social media channels, content creation, increasing impressions and engagement by 21%
- Collaborated with the marketing team to plan events, game-day activities, and community engagement initiatives, increasing attendance rate by 12%
- Provided real-time social media coverage during games, highlighting key plays to maintain community engagement

### J/PR

San Diego, CA

Public Relations & Social Media Intern

Aug. 2023 - May 2024

- Crafted press releases and pitches for clients' announcements and events, ensuring consistency with brand messaging
- Contributed to a 20% growth across five social media accounts using analytics tools to measure campaign performance, and provide insights for optimization.
- Prepared reports on social media and PR activities, highlighting key performance indicators and areas for improvement
- Developed and executed PR campaigns to increase brand awareness and engagement of 7 accounts by 13%

## PROJECTS

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### Knockaround x NYRR Marketing Strategy

Spring 2025

- Designed an integrated \$300K marketing campaign aligning Knockaround with the TCS NYC Marathon through ambassador partnerships, digital engagement, and on-site activations to expand brand visibility.

### Driftline x REI Activation Strategy

Spring 2025

- Created a retail and digital launch plan for Driftline's entry into REI, designing in-store activations, consumer analysis, and community-driven marketing concepts to boost visibility and sales

### Waymo Crisis Management Plan

Fall 2024

- Developed a corporate crisis communication and operations plan, detailing stakeholder coordination, media response, and recovery procedures to protect brand integrity and safety.

## LANGUAGES

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Fluent in Spanish and English. Advanced proficiency in French.

## COMPUTER SKILLS

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Proficient in Microsoft Office, Google Suite and Analytics, Meta Business Suite, Adobe Suite, DaVinci Resolve, Canva, Muck Rack, Experienced with social media: Facebook, X (Twitter), Instagram, TikTok.