

# Alexis Prothro

404-990-2410 Atlanta, GA

[TheModestGawdesss.com](http://TheModestGawdesss.com)

## OBJECTIVE

*I am a meticulous and passionate young professional that thrives in any setting. Intuitive, hardworking journalist who couples creativity and drive with extensive experience in writing for media, as well as event productions. I possess a passion for cultivating experiences as well as producing content that captures the essence of present-day culture. I engulf myself in digital storytelling, curating experiences while simultaneously helping companies and brands BECOME.*

- Web Writing Blogging
- Web Content Development
- Social Media Marketing & Planning
- Project Management & Event Coordination
- Excellent communication skills for online CRM and outreach ➤ Adobe Creative Suites (Photoshop, Illustrator, Lightroom)

## EDUCATION

*Clayton State University*

BA COMMUNICATIONS & MEDIA STUDIES May 2018

*Agnes Scott College*

MA WRITING & DIGITAL MEDIA Jan 2019 - Current

# **PUBLICATIONS**

Media Girls Network: (Elf Products) Her Needs Skincare Essentials

The Iconic Youth: HBO's "Euphoria"

The Iconic Youth: Revenge of the Dreamers III

The Photograph: Ode to Love

# **EXPERIENCE**

*Media Girls Network - Assistant to Editor-in-Chief/Content Writer  
August - Current*

Serves as site contributor who creates blog posts and articles relevant to the company's brand.

Provides media coverage for industry events through video and written articles  
Conducts exclusive interviews

Social Media Manager

Streams Instagram and Facebook live

*LittlePINKbook - Editorial Intern February 2019 - Current*

Accurately fact check assignments

Cultivates, creates, and maintains potential partners to include in PINK events and initiatives

Strategizes all social media and PR content

Develops social media campaigns

Assists in planning, coordinating, and promoting all PINK events

Secures sponsors and partnerships

Archives and manages all media contacts

Responsible for all promotions and ticket sales (Eventbrite, LittlePINKbook.com)

*Marketing Communications Department - Editor/Student Writer  
August 2017- May 2018*

Research, edit, proofread, and file news stories

Create featured articles for newsletters and upcoming media events

Interview sources for possible news stories

Collect content, photos, and videos

Maintain relationships with editors, journalists, sponsors, students,

and Alumni Produce written script for live broadcasted Give For

Dreams fundraising event Maintain database of media contacts and  
communication for press