

ALEXANDRIA TRUBY

alexandria.nichole.truby@gmail.com | 812-241-3515 | St. Clair Shores, MI

EXPERIENCE

INFOR | NEW YORK (REMOTE) | JUNE 2021 - PRESENT

Public Relations Specialist & Social Media Champion

- Collaborate with sales, marketing, and other global teams to amplify marketing campaigns and business objectives for fashion, hospitality, and other focus industries
- Create content including customer press releases, blogs, and contributed articles for Infor's website and key publications
- Amplify global PR content and media coverage across corporate social media channels using Hootsuite and Khoros

BLASTMEDIA | INDIANAPOLIS | MAY 2020 - JAN 2021

PR Coordinator

- Built and maintained trust with over 6 new and existing B2B SaaS client accounts in various industries
 - Supported media relations campaigns by developing and managing press lists and drafting corresponding pitches
 - Monitored and reported secured media coverage using monitoring tools including Cision and Propel PRM
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INVOLVEMENT

PRSA DETROIT

Blog Committee & Annual Meeting Committee

- Write, edit, and publish compelling blog posts relevant to PR and communications professionals
 - Collaborate with local PR experts to plan the organization's annual meeting, which hosts over 100 attendees
 - Design layouts of blog posts for web and event promotion assets
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EDUCATION

INDIANA STATE UNIVERSITY

Bachelor of Arts | May 2020

Communication major - PR concentration

SKILLS

- Strong written and verbal communication
- Attention to detail
- Creativity
- AP Style
- Khoros
- Hootsuite