

ALEXANDRA WEBER

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PROFESSIONAL SUMMARY

A senior Visual Communications major (with emphasis in Business) expected to graduate in December 2020 from the University of South Carolina's College of Information and Communications. Seeking a professional career opportunity in the Commercial Real Estate, Property Management, Flexible Office or related industries. Experience includes nearly 2 years of leasing experience with the largest privately-held owner/operator of student housing communities in the United States. Uniquely qualified to bring sales, marketing, operations and leadership experience to an entry-level role.

AREAS OF STRENGTH

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|-------------------------|---------------------------|
| • Leasing | • Community Building |
| • Customer Service | • Content Creation |
| • Marketing / Promotion | • Contract Administration |
| • Social Media | • Management Reporting |
| • Event Management | • Problem Resolution |

PROFESSIONAL EXPERIENCE

THE SCION GROUP, Columbia, SC

May 2019–Present

The largest privately-held owner/operator of student housing communities in the United States.

Experienced Team Member (Leasing Agent)

Serve as a Leasing Agent for The Village at Columbia, a community of 390 apartments and townhomes designed around University of South Carolina students.

- Utilize Entrata Property Management Software to support a variety of job duties.
- Leasing duties include: ensuring compliance with the Fair Housing Act, touring the property with potential clients, approving applications, executing leases and meeting leasing quotas.
- Customer service duties include: managing inquiries from prospective renters, answering phone calls from residents and processing maintenance requests.
- Marketing and promotional duties include: participating in housing fairs at the University of South Carolina, creating content for Instagram and Facebook, serving as a photographer for marketing campaigns, organizing and leading "on property" events for residents and "off property" promotional and marketing events.
- Resident move-in/move-out duties include: conducting property inspections, assessing fees for damages, cleaning and managing punch lists.

VICTORIA'S SECRET PINK, Columbia, SC

August 2018–July 2020

A subsidiary of L Brands, a publicly-traded specialty retailer with annual revenues of \$13.2 billion.

Campus Representative (May 2019-July 2020)

One of four representatives chosen through a competitive application process to lead Campus Team Members to promote the Victoria's Secret Pink brand.

- Developed an online application process.
- Reviewed applications and interviewed/selected Campus Team Members.
- Participated in brand, social media and event training at the corporate headquarters.
- Partnered with retail store managers to gather and report on event sales data.
- Consistently featured on the corporate Instagram page and PINK nation app (shopping and social platform app).
- Part of a high-performing team that received multiple recognitions from corporate team for promotional and brand excellence.

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Campus Team Member (August 2018-April 2019)

One of seven Campus Team Members chosen through a competitive application process to assist the Campus Representatives in promoting Victoria's Secret Pink brand.

- Planned and executed promotional events across the University of South Carolina campus.
- Created social media content to promote events and the brand's "GRL PWR" movement which inspires females to advocate and celebrate their voice, style, strength and independence.
- Provided photography and videography events for special events.
- Created and shared promotional content for social media and print.
- Led special events on/off campus that included up to 100 student participants.
- Solicited donations from corporate sponsors in the Columbia community.
- Designed creative assets for special events (e.g. spinning wheel game).
- Provided event set-up and tear down services.
- Participated in photo and video shoots that included speaking roles to promote the brand.

CDS CONCIERGE, Charlotte, NC

June 2018–August 2018

A luxury staffing company providing support to 5-star hotels, condos, fine estates, commercial buildings and upscale apartment communities.

Amenity Attendant (Summer Job)

Provided high-quality concierge services at the pool and amenity areas for residents of Inspire SouthPark, a luxury apartment building managed by Greystar Worldwide.

EDUCATION

UNIVERSITY OF SOUTH CAROLINA, Columbia, SC

2016–2017, 2018–Present

A public co-educational research university with an enrollment of nearly 33,000 students.

BA, Journalism and Mass Communications (Expected December 2020)

- Emphasis in Business in the Darla Moore School of Business
- Awarded a \$36,600 Sim Scholars Award by the university's Scholarship Committee
- Dean's List: Spring 2019 and Fall 2019

CENTRAL PIEDMONT COMMUNITY COLLEGE, Charlotte, NC

2017–2018

One of the largest community colleges in the North Carolina Community College System.

- Completed a total of 30 credit hours (20 credits in business and communications)
 - Selected to be a member of the Phi Theta Kappa Honor Society
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ADDITIONAL SKILLS AND TECHNOLOGIES

Entrata	Wix	Adobe Bridge	Video/Photo Editing	Instagram
Apple iWork Suite	Weebly	Adobe Illustrator	Final Cut Pro	Twitter
MS Office Suite	WordPress	Adobe Indesign CC	YouTube	Pinterest
Google Workspace	SquareSpace	Adobe PhotoShop	Slack	Snapchat
HTML	Canva	Adobe Premiere Pro	LinkedIn	Facebook