



KATHRYN ALEXANDER

CONTACT

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COLLEGE EDUCATION

OFFICE ADMINISTRATION CERTIFICATE

Bow Valley College, Calgary AB

EARLY CHILDHOOD EDUCATION

Northern Lights College

VOLUNTEER WORK

INCREDIBLE EDIBLE GARDEN PENTICTON

6 years volunteering in the garden and on the board, the last 3 years as the Board President. We do fundraising and have been awarded a few large government grants. We have community members and volunteers.

CRITTERAID

My children and I volunteered in the Cat rooms of the animal sanctuary for a couple years. I also fostered a dog through them for a few months.

LEIR HOUSE ART GALLERY

I volunteer with the Artsy Aging with Alice class, a senior arts and crafts program for the community.

ANONYMOUS FOR THE VOICELESS

I have attended a few peaceful protests for Close all slaughterhouses in Kelowna, and also attended a Cube of Truth animal rights outreach demonstration.

ABOUT

Hello! I have been working online for more than 5 years. I have experience doing social media management, marketing, customer service, human resources, content creation, and general virtual assistance. I keep up-to-date with constantly evolving technologies and processes. I really enjoy engaging with audiences and helping to grow the businesses I work with.

CORE COMPETENCIES

WordPress	Slack
Social Media Management	Youtube/Reels/TikTok Videos
Content Writing	Graphic Design
Social Media Analytics Reports	Email Marketing Software
Social Media Calendars	Customer Support
Social Media Scheduling Systems	Creating Ads on Social Platforms
Camtasia Video Editing	Google (drive, docs, sheets, forms)
Develop and Expand community	Google Analytics

WORK EXPERIENCE

SOCIAL MEDIA COORDINATOR

GetintheLoop ~ May 2022 - Currently

I create social media strategies for HQ and other cities that don't have owners yet. I write post copy, come up with monthly campaigns and coordinate with the editor and graphic designer to make sure all the content looks and sounds great.

SOCIAL MEDIA MANAGEMENT

Awake TV Network ~ October 2020 - January 2022

I created a social media strategy, did content creation, created graphics and videos for FB, Instagram, and Youtube. Scheduled posts 2-4 weeks in advance. Did analytic reports. Increased their social media followers on all platforms. Engaged with followers. Did video editing of interviews and shows to post clips of them. Collaborated with many people on the team. Created PDF's and documents.

SOCIAL MEDIA MANAGER

Family Adventure Summit ~ January 2019 - September 2020

Increased social media followers by posting consistently on Facebook, Twitter, and Instagram daily. Constructed creative campaigns and social media posts. Brightened Instagram by re-posting good quality Instagram photos from our audience that used our Hashtag. Created summit marketing ad campaigns.