

Alexandria O'Brien

Creative marketing professional experienced in content creation, AP-style copywriting, social media management, design, and student-facing communications. Blends marketing consulting experience, academic services knowledge, and digital content skills to support strategic marketing efforts.

EXPERIENCE

Freelance, Remote — Marketing & Copywriting Assistant

DECEMBER 2023 - PRESENT

- Produce clear, engaging copy for digital platforms aligned with client voice and goals.
- Provide branding, visual design, and digital content for small businesses and creative clients.
- Develop marketing assets including graphics, ads, short-form videos, and website updates.

Galveston County Museum, Galveston, TX — Marketing Intern

JUNE 2023- DECEMBER 2023

- Managed museum blog and created long-form written content.
- Renovated, updated, and maintained website content and event listings.
- Produced graphics, social media content, and monthly emails
- Captured and edited photos and video for marketing initiatives.

UTMB Galveston Office of Enrollment Services, Galveston, TX — Enrollment Specialist

AUGUST 2019 - JANUARY 2023

- Supported John Sealy School of Medicine enrollment processes including registration, verifications, transcripts, and degree audits.
- Coordinated visiting student onboarding and application processing.
- Ensured academic record accuracy across Campus Solutions, NBME, and AAMC systems.

Texas A&M Galveston, Galveston, TX — Admissions Counselor I

SEPTEMBER 2018- AUGUST 2019

- Advised prospective and current students on admissions, financial aid, and programs.
- Presented academic and admissions information to campus visitors and large groups.
- Coordinated outreach events, campus tours, TACRAO travel, and student ambassador program.

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EDUCATION

DIGITAL MEDIA, M.A.

University of Houston Clear Lake
JANUARY 2021 -
DECEMBER 2023 -

COMMUNICATION STUDIES, B.A.

Sam Houston State University
AUGUST 2015 -
MAY 2018

SKILLS

Content Strategy
Marketing Campaigns
AP Copywriting & Editing
Adobe Creative Suite
Social Media Management
Photography & Editing
Web Creation & Content
Email Marketing via
Mailchimp and Kit
(formerly ConvertKit)
Storytelling
Event Creation & Support
Project Management
Cross-Department
Collaboration
CRM Familiarity

LEADERSHIP & INVOLVEMENT

UTMB'S Women's
Resource Group - Member,
Committee Chair, Mentor, &
Board Member (various
terms)