



ALEXA POWELL

I'm a dedicated & efficient professional seeking the opportunity to creatively optimize a company's workflow with emphasis on inclusion & accessibility. I'm adept at both administrative & creative tasks such as coordination, organization, digital marketing, and graphic design.

• WORK EXPERIENCE •

FREELANCE DESIGNER

Alexa P Creates / August 2020–Present

- Administrative multi-tasking such as managing correspondence, office organization, scheduling
- Collaborate with clients to define vision & design needs using clear communication and building strong client relationships
- Exceed expectation with custom graphics, posters, programs, websites, etc.
- Manage entire process from concept to final product, ensuring brand consistency & quality while incorporating client feedback

THEATRICAL PRODUCER, PRODUCTION MANAGER, BOX OFFICE

Brighter Than The Sun - A New Musical / September 2023–Present*

**Garnered 5 nominations with the New York Theater Festival, including "Best Production"*

- Managing all administrative aspects from pre to post-production including budgets, contracts, & correspondence between production company & external entities
- Developing & maintaining production schedules, ensuring elements are delivered on-time and within budget - meanwhile addressing logistical challenges to ensure smooth operation
- Coordinating promotional efforts, organizing ticket sales with TicketSpice, and managing box office/front-of-house

MARKETING INTERN

The REV Theatre Company / May 2023–September 2023

- Development & execution of digital marketing campaigns via social media content creation & email
 - *Pitched & executed creation of a new TikTok account, including a viral video with >200k views*
- Collaborative graphic design of print & digital posters, adverts, social media graphics, emails, etc.
- Captured and edited photo & video with Canon equipment
 - *I personally own & am willing to utilize my Canon Rebel T5i*
- Provided on-site event support including efficient set-up and take-down

THEATRE & DANCE DEPARTMENT ASSISTANT

Nazareth University / August 2021–May 2023

- Administrative multi-tasking such as managing correspondence, office organization, scheduling, and event coordination & support
- Collaborated across departments & with visiting artists to design original playbills, posters, & social media graphics for various projects

MEDIA RESOURCES ASSISTANT

Nazareth University / Aug 2019–March 2020

- Assisted clients with file preparation & optimization to exceed expectations and meet deadlines
- Maintained & operated basic laser & ink printers, utilized basic trimming and binding techniques

• REFERENCES •

Nicolette Hart | Former Musical Theatre Program Director
hartnicolette@gmail.com | (917) 751-2323

Pamela Griffin | Nazareth University Dept. Assistant "Manager"
pgriffi4@mail.naz.edu | (585) 514-1532

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• PROFICIENCY •

Adobe Suite
Google Suite
Microsoft Suite
Final Cut Pro X
Procreate
Canva
TicketSpice
Graphic Design*
**Certified*

• SKILLS •

Multi-Tasking
Creative Problem Solving
Self-Motivation
Organization
Leadership
Public Speaking
Collaboration
Quick Learner

• VALUES •

Teamwork
Empathy
Accessibility
Reliability

• EDUCATION •

NAZARETH UNIVERSITY
Rochester, NY
BFA Musical Theatre, Minor Tech
Theatre, Summa Cum Laude
Gilman Program Alumni