

# Alexia Majors

[asmajors11@gmail.com](mailto:asmajors11@gmail.com) | 314-478-2700

**Account Executive | Communications and Marketing Manager | Writing and Content Creation  
Strategy | Project Management | Creative Direction | Complex Problem Solving**

## Professional Experience

Freelance Consultant and Creative Director

**Nov 2019 - Current**

- Successfully managed social media planning, marketing strategies, and community engagement for the "The Swag Race: Race for the Culture" 5k event, hosted by the BlackFitLove non-profit organization.
- Recruited and strategized with graphic artists, photographers, songwriters, producers, engineers, and other specialists to drive team execution and success through a shared vision and recognition of quality performance for Gateway Music Productions.
- Contributed to the ideas of Brooklyn Music Group's creative team, overseeing technical production and implementation of online creatives by providing creative direction on special projects, communications, work management, and website development.
- Collaborated with writers, content marketing strategists, and production teams to create, execute, and promote culture, content, and thought-leadership goals for the Educate Self Cultivate Others brand/platform.

**Account Manager, Pattan and Co. Public**

**January 2022 - Current**

- Develop, manage, and execute community engagement, discovery, and research plans of major accounts, supporting company initiatives as required.
- Understand, record, and communicate client deliverables, timelines, and plans.
- Create written content and procure visual content for all digital channels.
- Manage social media content, email and account calendars, and create monthly reports for clients to communicate progress, learnings, and outcomes.
- Handle media staffing, completing booking sheets, writing and distributing press releases and pitches, conceptualizing and coordinating special events and meetings.
- Develop and execute engaging influencer activities, build relationships, monitor content, and coordinate event production to create exceptional experiences. Provide creative direction and oversee the execution and completion of collateral projects
- Worked with clients including Nine PBS, WEPOWER, Missouri Coalition for the Environment, Rung For Women, UMSL Accelerate, The Fattened Caf., The Gateway Arch Park Foundation, Sophie's Artist Lounge, Forward Through Ferguson, Missouri Historical Society, Old Bakery Beer Company, and Jim Butler Auto Group.

**Administrative Assistant, Human Resources - St. Louis Public School**

**Jan 2021 - June 2022**

- Provide essential and executive-level support to the Chief of Human Resources for one of the largest school districts in the Midwest.
- Organize and maintain an efficient, positive, and effective work environment for the highest-ranking administrators in the school district and their additional staff.
- Support the Superintendent of the St. Louis Public Schools district.
- Prepare language for Board Resolution preparation.
- Manage budget, process contracts, pay invoices, interact with contractors and stakeholders to ensure prompt payment and ongoing communication.

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- Manage day-to-day operations related to CHRO's calendar, schedule, and meetings to ensure the CHRO can focus on the most strategic priorities.
- Assist the HR Leadership Team with administrative tasks, operations, and other projects to accommodate 4,000 district employees and staff.
- Support CHRO in the management of strategic work and act as a liaison and ambassador in all settings, representing the District and effectively communicating with various stakeholders.
- Handle and store important legal documents while maintaining confidentiality.

## **Executive Assistant, Diversity Equity and Inclusion - St. Louis County**

***Sept 2019 - Sept 2020***

- Worked with DEI and the community to achieve compliance with organizational policies, provide clarifying information, and recommend necessary changes within St. Louis County Government.
- Served as a representative in various civic and community functions to enhance company image, develop additional business, and support the Director of DEI and its five additional employees.
- Managed the Twitter account, generated original content, and moderated online community members, boosting engagement by 253% in one year.
- Organized, wrote, designed, and distributed newsletters and additional marketing materials to over 4,000 St. Louis County employees and 999,000 constituents.
- Elevated new and fair business opportunities while implementing effective networking strategies by monitoring contract compliance and disadvantaged, minority, and women-owned business participation.
- Collaborated with cross-functional departments to create, manage, maintain, and navigate the B2G System (Business 2 Government) to effectively communicate with local businesses and contractors on projects in St. Louis County.

## **Georgia Cares - Resource and Communication Coordinator**

***March 2019 - Aug 2019***

- Coordinated communications and fundraising strategies for a single-sex trafficking and exploitation prevention agency in Georgia.
- Managed social media content, marketing, and promotional materials, boosting Twitter, Facebook, Instagram, and LinkedIn engagement by 80%.
- Guided branding strategies for intranet and developed well-coordinated communications aimed at conveying information, maintaining message consistency, and generating interest.
- Improved community engagement and effectively leveraged outside partnerships and available resources with the Georgia legislature and various organizations.
- Outsourced and secured monthly fundraising events, outreach opportunities, speaking events, and training statewide in close to 150 counties with audience sizes ranging from 15-75.
- Lobbied in collaboration with the First Lady of Georgia, Marty Kemp, and additional elected officials for the passage of Senate Bill 158 in the Georgia General Assembly.

## **Communications Coordinator, Missouri House of Representatives**

***May 2016 - Jan 2019***

- Performed legislative, communications, and public contact work for 45 members of the Missouri House of Representatives.
- Facilitated communication to more than 200 elected officials and a population of 6 million across 114 Missouri counties.
- Devised a social media content calendar and wrote blog material for Twitter, Facebook, and Tumblr.

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- Handled individual member requests for press releases, statements, talking points, speech writing, and interview preparation, serving as the point of contact for Missouri media outlets to ensure accurate representation of Caucus views.
- Built communications toolkits for offices to ensure clear communication pathways between members, media, employees, and the public.
- Collaborated with senior leaders to offer recommendations and creative communications solutions to mitigate negative press, maintain consistent messaging, and enhance constituent knowledge.

## **Legislative Assistant, Missouri House of Representatives**

**Oct 2015 - May 2016**

- Served as the main point of contact and maintained the office of a Missouri State Representative, advancing the House District 83's agenda through advocacy initiatives and proposed legislation.
- Developed the organizational structure and maintained extensive correspondence with district constituents, lobbyists, stakeholders, state departments, and legislators.
- Provided policy support by maintaining committee meeting files, learning databases, and delivering analysis and assessments to the Representative.
- Maintained calendars, coordinated and scheduled meetings, compiled distribution lists, and monitored expense accounts.
- Identified, researched, and tracked legislative issues relevant to current public concerns, providing updates and analysis to the Representative.
- Drafted articles, letters, reports, surveys, and various communications on policy and public affairs issues for publication.
- Offered strategic recommendations for updates to institutional programs and policies, considering the current political climate and trends.

## **Education:**

**Lindenwood University**  
Master of Public Administration

**Graduated December 2017**

**University of Missouri - Columbia**

- Bachelor of Arts in Communication
- Bachelor of Arts in Sociology / Minor in Psychology
  - Multicultural Certification

**Graduation May 2015**

## **Technology**

**Social Media & Publishing Tools:** Facebook, Instagram, YouTube, Twitter, TikTok, SnapChat, Sprout, Clubhouse, Hootsuite, MailChimp, Constant Contact, Squarespace, Covert Kit

**Administrative & Project Management:** Microsoft Office, PowerPoint, MS Excel, KeyNote, G-Suite, Outlook, Google Suite, Wrike, Slack, Asana, Monday, and Dynamics 365 (CRM)

**Design & Editing:** iMovie, Photoshop, Canva, Illustrator, Wix