

Alexandra Sophia Hartung

cell: 727-259-5502 | email: contact@alexandrasophia.com | location: Nashville / Murfreesboro, TN
education: University of West Florida Pensacola, Florida | Class of 2016 | Telecommunications & Film Degree

Renew Wellness Brands

4 months | *Franklin, Tennessee*

Marketing Content Manager

May 2024 - Present

Build and execute social media strategies, create, generate, and publish weekly content, optimize company pages on all social platforms, moderate user-generated content, analyze social data, and collaborate with other departments to manage reputation and coordinate actions. Manage the end-to-end lifecycle of products on e-commerce platforms. This includes uploading merchandise, maintaining a catalog of over 24k SKUs, and Photoshopping all new product images.

Tractor Supply Company *Headquarters*

3 years 10 months | *Brentwood, Tennessee*

Employment Brand Specialist

January 2022 - Present | 2 years

Responsible for bringing the Tractor Supply employment experience to life through Team Member storytelling and content creation across social media platforms. Implemented and fully executed new Employment Brand social media channels for Tractor Supply Co: @WorkAtTractorSupply on all social platforms, including graphic design, photography, and videography. Totaling 98% net increase in social audience growth year over year. Lead complete redesign and launch of Tractor Supply's career website, resulting in 2.9m views since go live in March 2023.

Social Media Support Specialist

August 2020 - January 2022 | 1yr 6mos

Provided essential feedback regarding customer escalation trends, opportunities, challenges, productivity and process improvement to company leadership. Worked with all social media outlets to build brand awareness, engagement, and community management.

Customer Solutions Specialist

Full-time: June 2020 - August 2020 | Seasonal: April 2020 - June 2020 | 6mos

Resolved and documented all customer inquiries, and concerns into Service Now programming. Partnered with the field, vendors, and internal departments to ensure resolution to customer contacts as needed. Professionally represented Tractor Supply Company's Mission and Values in each customer engagement.

Self Freelance www.alexandrasophia.com

1 year 4 months | *Greater Nashville Area, Tennessee*

Social Media Content Creator

January 2019 - March 2020 | 1 year+

Responsible for implementing a social media marketing strategy for companies such as: *Plato's Closet, Burger Republic, Live Laugh Love Nashville, Franklin Soul, Scener, Amazing Grace Bully Rescue, and Hip Hermitage*. Created videos and graphics to establish visually engaging branding. Manage all social media presence and content on multiple platforms such as Facebook, Twitter, Instagram, YouTube, and Tumblr. Develop communications and customer engagement strategies, including contests and giveaways, to enhance brand-awareness.

Professional Skills:

Social Media Management | 5+yrs
Paid Social Ads / SEM Strategy | 3yrs
Sprout Social | 1yr
Adobe Suite | 3yrs
Videography | 10yrs

Personal Skills:

Balloon Animal 'Artist'
Coffee Connoisseur
America's Got Talent Reject
Lover to All Animals

References:

Melinda Osland Freelance Partner
209-409-4349
David Burner Former Manager
Del Friscos Grille
239-289-7322