

# Alexandria Manzo

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## EDUCATION

### **Bachelor of Science, Major in Strategic Communications, Emphasis in Public Relations**

Boulder, CO

May 2025

Minor in Entrepreneurship & Innovation

University of Colorado Boulder

**GPA 3.2**

## EXPERIENCE

### **Crew Member**

05/2018 - 08/2021

Danville, CA

Starcyle Cycling Studio

- Built positive relationships with clients and managed their information securely.
- Implemented business policies to maintain a safe, compliant environment for clients and proper equipment handling.
- Enhanced the company's social media presence by developing engaging and visually appealing content.
- Collaborated effectively with team members and sought out feedback from management to improve performance.

### **Assistant Manager**

08/2020 - 08/2021

Danville, CA

Mind and Body Health and Fitness

- Ensured effective customer service by delivering accurate information and responding to inquiries promptly.
- Successfully applied creativity to develop engaging and appealing company-client communication.
- Designed and implemented an easily accessible filing system.
- Improved client communication processes by providing accessible resources directly to the company.

## LEADERSHIP OR PROJECT EXPERIENCE

### **Business Minor Capstone Course, Entrepreneurship & Innovation**

08/2024 - Current

Boulder, CO

Chief Operating Officer

- Led the operations strategy and execution for an innovative product's design, production, and distribution.
- Collaborated with other teams to ensure smooth workflows and alignment with company goals.
- Implemented operational plans that ensured the product met market demands, production timelines, and cost targets.
- Played a critical role in aligning the team's strategic goals, contributing to a prospective product launch.
- Implemented performance metrics to track project progress, leading to increased team efficiency.

### **Event Planning and Management**

08/2024 - Current

Boulder, CO

Creator/Project Manager

- Developed the theme, SWOT analysis, and strategies for a mock conference for Face Reality Skincare.
- Managed logistics, including venue setup, audiovisual requirements, and catering arrangements.
- Organized room blocks for attendees to ensure availability and provide a seamless booking experience.
- Developed a comprehensive budget plan, allocating resources effectively while staying within financial constraints.
- Conducted a mock post-event evaluation to identify successes, gather feedback, and suggest improvements for future events.

### **Strategic Writing for Public Relations**

08/2023 - 12/2023

Boulder, CO

Creator

- Developed expertise in strategic communication tailored to various public relations platforms, including news releases, media pitches, and business reports.
- Collaborated on real-world client projects, focusing on audience analysis, message framing, and brand consistency.
- Mastered crafting compelling narratives to effectively communicate key messages to target audiences, ensuring alignment with client goals and brand identity.
- Created a comprehensive website portfolio showcasing all written content developed during the course.

## ADDITIONAL CATEGORIES

- Public Relations Students Society of America, 2023 - Current
- Beta Gamma Chapter of Alpha Phi at University of Colorado Boulder 2021 - Current
- Part-Time Jobs:
  - Nanny at My Boulder Babysitter Agency 2022 - Current
  - Assistant Florist at The Flower Theory 2019 - 2021
- Language: Conversational Spanish.
- Skills: Leadership, Client Relations, Risk Management, Proficient with Microsoft Word, Excel, PowerPoint, Canva