

# Alexa Roach

Ormond Beach, FL

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## Work Experience

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### **Marketing Assistant**

GRO Marketing - Evansville, IN

October 2022 to January 2023

- Collaborating with the marketing manager, internal teams, clients and partners on marketing strategy.
- Helping identify marketing trends and key opportunities for innovation.
- Learning and working with various types of software for digital marketing.
- Giving presentations.
- Providing administrative support to the marketing and sales team.
- Preparing, formatting and editing a range of documents.
- Understanding company product and brands
- Compose and post online content on the company's website and social media accounts

### **Nanny**

Caregiver, Inc. - Evansville, IN

March 2021 to December 2022

- Performing household chores such as sweeping, doing dishes and children's laundry.
- Feeding pets and watering plants effectively.
- Helping children should with homework, and supervising them during play.
- Transporting children to and from school and extramural activities.
- Running errands

### **Administrative Assistant**

Midwest Auto Sales - Evansville, IN

January 2017 to December 2022

- Ordered office supplies
- Kept track of all incoming and outgoing mail
- Carried out receptionist duties such as answering phones and directing customers
- Arranged meetings for team
- Maximized smooth office operations by organization
- Made travel arrangements for team

### **Animal Caretaker**

Gerans German Shepherd - Evansville, IN

January 2014 to November 2022

- Feed and water animals according to feeding instructions and established schedules.
- Clean and organize all areas of the kennel.

- Observe animals to check for signs of injury, illness, or disease.
- Grooms animals, which includes washing, brushing, trimming coats, cutting nails, and cleaning ears.
- Maintains records of information such as weight, physical condition, diet, feeding schedule, and medications given.
- Ensures that animals receive necessary exercise.
- Performs other related duties as assigned.

### **Veterinary Assistant/Receptionist**

GEORGETOWN VETERINARY HOSPITAL - Charlottesville, VA

I previously worked under Dr. Heidi Stone at Georgetown Veterinary Hospital. During my time there I was able to; draw up medications, take OFA's, sit in on numerous types of surgeries, as well as other day to day veterinary procedures.

## Education

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### **Bachelor's degree in Psychology**

University of Southern Indiana - Evansville, IN

August 2019 to December 2022

## Skills

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- Social media marketing
- Digital marketing
- Canva (4 years)
- Marketing
- Adobe Creative Suite
- B2B marketing
- Content marketing
- Google Analytics