

Alexandra Gillette

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EDUCATION

University of Oregon — Eugene, Oregon

September 2022 – December 2025

B.S. in Journalism & Public Relations | Minor in Sports Business

GPA: 4.05 | Dean's List: All Terms

Relevant Coursework

Journalism: Fundamentals of Reporting and Interviewing, Communication Law, Profiles and Narratives

Public Relations: PR Fundamentals, Writing for Influence, Strategic Communication Research Methods

Sports Business: Management Creating Value Through People, Marketing Value for Customers

EXPERIENCE

Communications Assistant — Jordan Schnitzer Museum of Art

May 2025 – Present

Curate engaging social media content, craft press materials, edit key publications, develop media lists and media pitches, and conduct research to support communications. These efforts drove a 203% increase in views and 95% increase in content interactions on Instagram.

Account Supervisor for Arts and Business Alliance of Eugene — Allen Hall Public Relations

September 2024 – June 2025

Worked with a team in crafting a compelling content strategy for a local non-profit that resulted in a 143% increase in Instagram impressions, 94% follower growth, and a 131% boost in post reach.

University of Oregon Student Ambassador — University of Oregon

September 2023 – June 2025

Represented the university in high-visibility recruitment events on campus and across the country with over 1,000 guests. Created personalized experiences through 90-minute guided tours for prospective students and families.

PUBLISHED MATERIAL

“A Gooooaaaal for Youth Sports” Eugene Weekly, Lead Cover Story

“Return to Flight” Ascend Magazine

ADDITIONAL EXPERIENCE AND LEADERSHIP

barre3 |Front Desk

May 2025 – Present

Foster a welcoming and engaging atmosphere by managing front desk operations and care for children in the Play Lounge.

Organizations: Duck Dance Marathon (Special Events Chair), National Honor Society (President), National Art Honor Society (President)

Awards: Scholastic Art & Writing Gold & Silver Key Recipient (Photography)

SKILLS

Public Relations & Media:

Content Strategy | Brand Storytelling | Social Media Engagement

Technical & Creative: Adobe Photoshop | AP Style | Writing & Editing | Meta Business Suite | Canva Pro | Muck Rack

Communication & Leadership: Public Speaking | Team Collaboration | Event Planning | Organization