



ALEXIS BAUMGARDNER

SOCIAL MEDIA MANAGER

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- Georgia

PROFESSIONAL SUMMARY

Versatile and creative mass communications professional with a passion for digital storytelling, social media strategy, and sports journalism. As Social Media Manager for *The Roar*, the student newspaper at Piedmont University, I craft engaging content and develop strategies to grow audience engagement across platforms. I also host and produce *Game Changers*, a podcast spotlighting women's sports and the athletes changing the game. Skilled in multimedia production, including graphic design, video editing, and audio storytelling, with a strong ability to manage content and deadlines effectively. Dedicated to amplifying underrepresented voices in media and driving meaningful conversations in the sports industry.

ACADEMIC BACKGROUND

PIEDMONT UNIVERSITY 2021 - 2025
 BACHELOR OF ARTS 3.58 GPA

I've produced, hosted, and edited radio shows, podcasts, and video content, bringing stories to life across different platforms. I've also managed social media for various radio shows, my podcast *Game Changers*, and *The Roar*, Piedmont University's student newspaper, creating content and strategies to connect with audiences and boost engagement.

EXPERIENCE

SERVER 2021 to Present
 TOP DAWG TAVERN

Provided attentive service to 50-100 guests per shift across brunch, lunch, and dinner, ensuring a positive dining experience. Memorized over 50 menu items, including specialty wing sauces and salad dressings, to offer personalized recommendations. Trained new hires on restaurant policies, menu knowledge, and the Aloha POS system to support smooth operations. Managed cash and card transactions with accuracy and efficiency. Focused on building strong guest relationships through warm greetings and friendly interactions, fostering customer loyalty and repeat business.

SOCIAL MEDIA MANAGER 2024 to Present
 THE ROAR, STUDENT NEWSPAPER

Wrote well-researched articles on a wide range of topics, ensuring accuracy, clarity, and engaging content that resonated with the target audience. Collaborated with editors to refine articles, maintaining the highest journalistic standards. Managed social media accounts, developing creative and visually appealing templates and posts to effectively promote articles, campus news, and events. Strategized social media content to increase audience engagement, drive traffic, and elevate the visibility of the publication. Continuously monitored social media analytics to optimize performance and adapt content strategies accordingly.

CORE SKILLS

- Adept at interviewing, fact-checking, and AP Style writing.
- Proficient in Photoshop, Premiere Pro, After Effects, and Canva.
- Experienced in live radio production and podcast publishing.
- Skilled in social media management and content creation.
- Experienced in video editing and audio production.

ACHIEVEMENTS

- 2025 GCPA Press Institute Award Nominee
- CMA 2024 Pinnacle Award Recipient
 - Best Portrait - 3rd Place

ORGANIZATIONS

- Society of Collegiate Journalists - joined 2024