

# ALEXIA I. KEOUGH

West Palm Beach, FL | (561) 668-5636 | a.keough@ufl.edu | linkedin.com/in/alexiakeough

## EDUCATION

**University of Florida Warrington College of Business**  
*Bachelor of Science in Business Administration, Marketing*

**May 2028**  
**Gainesville, FL**

**Relevant Coursework:** Financial Accounting, Managerial Accounting, Principles of Marketing, Macro-Economics, Micro-Economics

## WORK EXPERIENCE

**Ziba Eyebrow Threading**  
*Marketing Intern*

**August 2024 - November 2024**  
**Gainesville, FL**

- Produced and edited 5+ weekly promotional video content that boosted client engagement across multiple social media platforms, driving a 1.5x increase in client bookings
- Analyzed digital performance by compiling weekly performance reports using Google Analytics and Instagram Insights, directly shaping marketing strategy and campaign adjustments
- Strengthened client base by coordinating events with 10+ Greek organizations, strengthening community outreach, and brand visibility

**CrediMovil**  
*Marketing Intern*

**May 2024 - July 2024**  
**San Salvador, El Salvador**

- Partnered with Sales and Marketing teams, producing reels and graphics that generated 10+ hours of watch time and achieved engagement rates 40% higher than the company average
- Expanded brand outreach, developing paid ad campaigns, where 96% of views came from non-followers, and growing existing client outreach to target niche audiences
- Contributed to the development of an AI-powered chatbot that doubled customer response efficiency and sustained engagement past existing clients

## LEADERSHIP & INVOLVEMENT

**Florida Women in Business**  
*Member, Mentor-Mentee Program*

**November 2024 - Present**  
**Gainesville, Florida**

- Partnered with a mentor to define career goals, enhance interpersonal communication, and expand cross-disciplinary connections in UF's business community
- Developed professional skills by engaging in weekly workshops, networking sessions, and leadership discussions
- Attended dedicated resume-building and employer-panel workshops through the mentor-mentee program, gaining actionable feedback and connecting with representatives from top firms to broaden my professional network.

**Santa for Seniors**  
*Project Founder*

**November 2022 - Present**  
**San Salvador, El Salvador**

- Founded and scaled a nonprofit initiative that delivered Christmas gifts to underprivileged senior citizens, growing impact from 30 to 1,000+ recipients each year across Central America
- Raised \$2,000+ in donations by designing and executing targeted social media fundraising campaigns and securing support of 4 sponsors, including large companies such as Price Mart and Dollar City
- Coordinated logistics with 5+ retirement homes, overseeing wish lists, purchases, and direct delivery of personalized gifts

## ADDITIONAL INFORMATION

**American Marketing Association, Member**

**November 2024 - Present**

**Language:** Spanish (Fluent)

**Technical Skills:** Social Media Networks (Advanced), Canva (Advanced), Operating Systems (Advanced), Microsoft Office (Advanced), Google Analytics (Advanced)