

# Alexandria Polanosky

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📍 Southeast Ohio

## INTRODUCTION

Experienced global citizen with passion for community organizing, creative direction, multimedia production, marketing strategy and small-scale agriculture. Working to inform, inspire, and empower through unique storytelling in the Appalachian region.

## LEADERSHIP

Community Food Initiatives Board Member  
Social Justice & Equity Committee  
Leadership Awards Gala Planning Committee  
Athens Farmers Market Planning Committee  
Bobcats Who Care Suicide Prevention Training  
Inclusive Hiring Anti-Discrimination Training  
CLDC 21st Century Leadership Certificate  
Women Lead OHIO Cohort Member

## SKILLS & SOFTWARE

Adobe Suite	Google Workspace
Emma Email	Airtable
Constant Contact	Trello
Bloomerang	Basecamp
Hootsuite	Wordpress
Later	Drupal
Air Asset Manager	Photoshelter
Zapier	Eventbrite
Square	Video Production

## EDUCATION

**Master of Public Administration**  
Ohio University

**B.S. Visual Communication**  
*Major in Photojournalism*  
*Environmental Studies Certificate*  
*Food and Society Certificate*  
Ohio University

**Cities, Sustainability, and Community**  
Stellenbosch University

## EXPERIENCE

### DIRECTOR OF MARKETING AND COMMUNICATIONS

Rural Action  
June 2021-Present

- Manage all internal and external communications for organization, including newsletters, website, social media using robust project management system.
- Lead all communication strategies and paid marketing for nine program areas and five social enterprises.
- Maintain a cohesive brand and voice for a multifaceted organization while keeping the accessibility of a diverse audience in mind.
- Plan, coordinate vendors, recruit volunteers, and execute events including fundraising and community building opportunities.
- Serve as media liaison for local and national news.
- Produce yearly budget for software, systems, events, and marketing staff, including supervision of two full-time staff.
- Facilitate onboarding of platforms and communication best practices for all staff and 70 national service members each year.
- Lead production of all deliverables from strategy to printing in-house.

### ASSISTANT DIRECTOR OF CONTENT

Ohio University Division of Student Affairs  
April 2019-June 2021

- Managed video, content, and photo production for the division through direction and mentorship of robust media and content teams.
- Oversaw messaging for key student and parent audiences through the strategy, construction, and distribution of emails and newsletters.
- Serve as a marketing liaison for division program areas.
- Produced and copy edited articles, scripts, and design materials.
- Shepherded and maintained division seat of the university photo archive.
- Coordinated with other university marketing departments.

### COMMUNICATION MANAGER

Ohio University Division of Student Affairs  
January 2019-April 2019

### FREELANCE CONTENT STRATEGIST & STORYTELLER

Appalachian region  
May 2017-Present

### MULTIMEDIA DESIGNER

Appalachian Center for Economic Networks  
August 2017-May 2018

### AMERICORPS VISTA

Appalachian Center for Economic Networks  
June 2017-August 2017