

# 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. Holds eight years of experience in the nonprofit, higher education, and marketing sectors. Working to inform, inspire, and empower through unique storytelling in the Appalachian region.

## LEADERSHIP

People & Partnerships Committee  
Welcome Week Committee  
Project Management Training  
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  
AmeriCorps VISTA volunteer

## 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

### STRATEGIC COMMUNICATIONS COORDINATOR

Office of the Vice President for Student Affairs at Ohio University  
September 2023-Present

- Coordinate with University Central Marketing to ensure the division's marketing and communication needs are met.
- Oversee messaging for diverse student and parent audiences through the strategy, construction, and distribution of a flagship twice monthly newsletter and other emails.
- Produce data-driven content strategies for key programs.
- Serve as a project manager for creative projects across the division.
- Produce and copy edit articles, scripts, and design materials.
- Shepherd and maintain division seat of the university photo archive.
- Write copy for division leadership messaging including email messaging and event scripts.
- Lead a pilot event notifications feature program on the university's award winning mobile app, Go OHIO.

### DIRECTOR OF MARKETING AND COMMUNICATIONS

Rural Action  
June 2021-September 2023

- Managed all internal and external communications for organization, including newsletters, website, and social media using robust project management system.
- Led all communication strategies and paid marketing for nine program areas and six social enterprises.
- Maintained a cohesive brand and voice for a multifaceted organization while keeping the accessibility of a diverse audience in mind.
- Planned, coordinated vendors, recruited volunteers, and executed events including fundraising and community building opportunities.
- Served as media liaison for local and national news.
- Produced yearly budget for software, systems, events, and marketing staff, including supervision of three full-time staff.
- Facilitated onboarding of platforms and communication best practices for all staff and 70 national service members each year.
- Led production of all deliverables from strategy to printing in-house.

### ASSISTANT DIRECTOR OF CONTENT

Ohio University Division of Student Affairs  
April 2019-June 2021

### COMMUNICATION MANAGER

Ohio University Division of Student Affairs  
January 2019-April 2019

### FREELANCE CONTENT STRATEGIST & STORYTELLER

Appalachian region  
May 2017-Present