

# Alexandra Hartung

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Results-driven digital marketing professional with 5+ years of experience developing multi-channel campaigns, managing social media and email communications, creating video and visual content, and translating performance data into strategy. Experienced in brand development, content creation, email marketing, website management, and audience growth across nonprofit, retail, wellness, and small-business environments.

## AncoraTN | Nashville, TN

**Digital & Marketing Coordinator** | November 2025–Present

**Development & Communications Coordinator** | April 2025–November 2025

- Lead multi-channel marketing across social media, email, website, video, print, and awareness campaigns for audiences exceeding 20k social followers and a 188k-person email list.
- Increased organic social reach **83%**, views **30.1%**, and content interactions **95.9% within the first 90 days** through audience-focused content strategy.
- Increased Facebook organic interactions **302.5%** and Instagram reach **402.8%**, while generating 158k+ Instagram and 24k+ Facebook views.
- Build and execute 3–4 monthly email campaigns averaging 21k+ opens; email efforts contributed to **\$500k+ in donations within eight months**.
- Create graphics, short-form video, campaign materials, email content, and website updates; a professionally produced video reached **92.6k views**.

## Renew Wellness Brands | Franklin, TN

**Marketing Content Manager** | May 2024–December 2024

- Managed digital marketing and content creation across **five wellness brands** with a combined social audience of approximately **50K followers**.
- Created social content, graphics, email campaigns, promotional materials, and video for B2B and B2C audiences
- Supported product launches and brand initiatives through sell sheets, social campaigns, launch emails, and product demonstration videos.
- Managed content calendars and analyzed social and email performance to refine content strategy and audience engagement.

## Tractor Supply Company | Brentwood, TN

**Employment Brand Specialist** | January 2022–May 2024

**Social Media Community Support Specialist** | August 2020–January 2022

- Created branded social content and video across Instagram, TikTok, LinkedIn, Facebook, and Twitter.
- Launched and organically grew a social channel from zero to approximately **450 followers**.
- Produced short-form video from concept through filming, editing, and publishing.
- Managed high-volume community engagement and customer communications, identifying trends and collaborating with internal teams.

## ADDITIONAL EXPERIENCE:

**Freelance Marketing & Content Creator | Self-Employed** | January 2019–November 2022

Created LinkedIn content for an executive, developed brand identity and social campaigns for local restaurants, designed print materials, produced nonprofit event video, and created promotional content for community organizations.