

Alexandra Sophia Hartung

cell: 727-259-5502 | email: contact@alexandrasophia.com | location: Nashville / Murfreesboro, TN
education: University of West Florida Pensacola, Florida | Class of 2016 | Telecommunications & Film Degree

Tractor Supply Company *Headquarters*

3 years 10 months | Brentwood, Tennessee

Employment Brand Specialist

January 2022 - Present | 2 years

Responsible for bringing the Tractor Supply employment experience to life through Team Member storytelling and content creation across social media platforms, third-party career review sites, and careers sites. Implementing and fully executing new Employment Brand social media channels for Tractor Supply Co: @WorkAtTractorSupply on all social platforms, resulting in 220,000+ impressions and 1,000+ organic followers since early 2023. Creating all content for WorkAtTractorSupplies Instagram, TikTok, Facebook, and LinkedIn based on established branding guidelines, including graphic design, photography, and videography. Totalling 98% net increase in social audience growth year over year. Lead complete redesign and launch of Tractor Supplies career website, resulting in 2.9m views since go live in March 2023. Supporting the employment brand strategy and leading our talent champion social ambassador program.

Social Media Support Specialist

August 2020 - January 2022 | 1yr 6mos

Provided essential feedback regarding customer escalation trends, opportunities, challenges, productivity and process improvement to company leadership. Worked with all social media outlets to build brand awareness, engagement, and community management. Partnered with internal teams and communicate with vendors, distribution centers, marketing, and customer solutions teams to provide the best possible solution for optimal customer satisfaction.

Customer Solutions Specialist

Full-time: June 2020 - August 2020 | Seasonal: April 2020 - June 2020 | 6mos

Resolved and documented all customer inquiries, and concerns into Service Now programming. Partnered with the field, vendors, and internal departments to ensure resolution to customer contacts as needed. Professionally represented Tractor Supply Company's Mission and Values in each customer engagement.

Self Freelance www.alexandrasophia.com

1 year 4 months | Greater Nashville Area, Tennessee

Social Media Content Creator

January 2019 - March 2020 | 1 year+

Responsible for implementing a social media marketing strategy for companies such as: *Plato's Closet, Burger Republic, Live Laugh Love Nashville, Franklin Soul, Scener, Amazing Grace Bully Rescue, and Hip Hermitage*. Created videos and graphics to establish visually engaging branding. Manage all social media presence and content on multiple platforms such as Facebook, Twitter, Instagram, YouTube, and Tumblr. Develop communications and customer engagement strategies, including contests and giveaways, to enhance brand-awareness.

First Assistant Director -Montgomery Gentry (In conjunction with Pulsar Films)

CMA Fest - June 2017

Assisted with planning, implementing, managing, and evaluating video work for artist Montgomery Gentry, at the 2017 Country Music Festival. Recorded behind the scenes footage, interviews, and live events to ensure optimum social media advertisement. Aided in planning, location scouting, project coordination, production, and post-production for over ten videos ranging one to three minutes for an audience of over one million Facebook followers.

Professional Skills:

Social Media Management 5+yrs
Paid Social Ads / SEM Strategy 3yrs
Sprout Social 1yr
Adobe Suite 3yrs
Videography 10yrs

Personal Skills:

Balloon Animal 'Artist'
Coffee Connoisseur
Spoiled Pitbull Dog Mom
America's Got Talent Reject

References:

Melinda Osland Freelance Partner
209-409-4349
David Burner Former Manager
Del Friscos Grille
239-289-7322