

ALEXA SANDBAKKEN

alexasandbakken.com

WORK EXPERIENCE

Managing Editor & Author/Communications

April 2023 – present

Stearns History Museum, St. Cloud, MN

<https://www.stearnshistorymuseum.org>

- Responsible for publishing quarterly member magazine, *Crossings*
- Update website using WordPress
- Write and publish press releases to media, donors, and members
- Publish and edit coworkers' posts on social media

Marketing Manager

July 2014 – March 2023

Heartland Security, Melrose, MN

<https://www.heartlandss.com>

- Led Heartland Security's marketing and advertising efforts
- Composed and edited internal/external communications such as press releases, letters, etc.
- Wrote articles and blog posts
- Developed, managed, and analyzed social media campaigns and metrics
- Generated, maintained, and updated website content using best SEO practices and Google Analytics
- Interviewed customers and write testimonials

Web Content Editor

May 2012 – April 2014

PrimeWest Health, Alexandria, MN

<https://www.primewest.org>

- Researched, wrote, edited, revised, and proofread to collect and disseminate information using the most effective strategies and technologies for each situation
- Managed a variety of web content, including technical, instructional, and promotional materials
- Reformatted and/or rewrote source content to ensure accessibility for the intended audience
- Drafted and edited content taking into account the need for tagging, keyword usage, content optimization, and other basic SEO considerations

Communications/Publications Intern

August 2011 – December 2011

St. Cloud Area Chamber of Commerce, St. Cloud, MN

- Prepared newsletters, brochures, flyers, posters, and other communications materials
- Wrote articles and news releases for *Business Central Magazine* after conducting interviews
- Formed new organizational pages/groups for social media sites and updated them daily

EDUCATION

Master of Arts Degree, Rhetoric and Writing, Professional Communication Emphasis

May 2012

St. Cloud State University, St. Cloud, MN

- Researched with a focus on communication, publication, and digital rhetoric
- Relevant course work: professional communication, document content and design, and writing
- Culminating project: online portfolio at <http://alexasandbakken.com>

Bachelor of Arts Degrees, English, Communication Studies

May 2010

St. Cloud State University, St. Cloud, MN

- Graduated with highest honors, Summa Cum Laude, while earning double major
- Relevant course work: interpersonal and workplace communication, leadership, writing