

# ALEXA HUDSON

Creative

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## SUMMARY

Creative professional specializing in graphic design, social media, and content creation. Skilled at producing visually compelling assets and cohesive digital stories that strengthen brand presence and engagement. Experienced in developing on-brand visuals across multiple social platforms, collaborating with a wide variety of skilled creatives, and bringing concepts to life through thoughtful design.

## WORK EXPERIENCE

### Creative Intern, Proof Advertising

June 2025– Dec 2025

- Clients: Subway, Travel Texas, UFCU, Breeze Urgent Care, GoodCharlie Energy, Hangry Joe's Hot Chicken & Wings
- Supported the visual development and execution of print, digital, and social advertising campaigns across multiple client accounts.
- Produced monthly social media content optimized for platform trends while maintaining the agency's voice.
- Organized creative assets and maintained project files to support efficient team workflow.

### Marketing and Communications Intern, Creative Action

Sep 2024– Jan 2025

- Coordinated and implemented updates to the organization's website, ensuring accurate and timely content.
- Created Google Ads campaigns and conducted research on paid advertising strategies and keyword optimization.
- Assisted in creating and scheduling social media content, contributing to increased audience reach and engagement.
- Contributed to the design and layout of marketing materials, ensuring visual consistency and brand adherence.

## EDUCATION

### Bachelor of Science in Communications

Aug 2020– May 2024

Texas State University

- Major in Advertising
- Minor in Psychology

## KEY SKILLS

- Graphic Design (Adobe Photoshop, InDesign, Illustrator, Canva)
- Social Media Management & Content Creation
- Video Editing
- Photography
- Website Management & SEO
- Email Marketing (Copywriting & Campaign Management)
- Storytelling and Brand Messaging
- Project Management & Collaboration