

ALEXIA ROMAN

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EDUCATION

Florida International University

Bachelor's of Arts in Communication Arts: Media & Design
2024-2025 | Miami, FL

- Honors College
- Dean's List
- Study Abroad (Greece) '25
- BOLD Agency

Broward College

Associate of Science in New Media Communications
2022 – 2024 | Davie, FL

- Honors College
- Dean's List
- Dual Enrollment ('20-'22)

SKILLS

Salesforce (CRM) | Adobe Creative Suite
| Search Engine Optimization (SEO) |
HTML5 | CSS | JavaScript | Canva | Cap
Cut | Public speaking | Data analytics |
Microsoft Office | Google Workplace |
AP Style Writing | Copywriting |
WordPress | Data Entry | Customer
Service | Leadership | Training |
Teamwork

CERTIFICATIONS

Google Analytics | HubSpot Social
Media Marketing | Adobe Graphic
Design | Google Foundations of
Digital Marketing & Commerce |
Coursera UX Design | VMEdU Inc.
Marketing Research Fundamentals |
Social Media Writing

PROFESSIONAL EXPERIENCE

Administrative Assistant/Quality Control Specialist

Singer Wealth | Boca Raton, FL | AUG 2025 – Present

- Managed scheduling, calendars, and meetings while providing executive support.
- Handled client support, quality control calls, and organized data in Salesforce CRM.
- Supported marketing, communications, and office/vendor operations.

Creative Strategist

BOLD Agency | Miami, FL (Internship) | MAY 2025 – AUG 2025

- Created 10+ TikTok's tailored to women 25–45, driving higher engagement and 500+ views on multiple videos.
- Applied trend-driven strategies to achieve 94% retention on top content and increase followers by 20.
- Monitored performance metrics to optimize future content strategy.

Starbucks Barista

Target | Coral Springs, FL | MAY 2024 – AUG 2025

- Crafted beverages and delivered fast, friendly service in a high-volume café.
- Led shifts, trained new baristas, and supported operations as Master Barista/Certified Trainer.
- Maintained cleanliness, handled payments, and assisted Target team when needed.

Social Media Manager

R3Markable Medias | Columbus, OH (Remote) | MAY 2024 – AUG 2024

- Managed a content team and led social media across Instagram, TikTok, Facebook, and LinkedIn.
- Promoted book launches with mission-driven content aligned to the "Dr3am Different" brand.
- Tracked analytics to drive engagement and refine strategy.

Social Media Manager

Lady and the Mug | Coral Springs, FL (Internship) | JAN 2024 – MAY 2024

- Grew social media following by 1.5K+ in 5 months through consistent, trend-driven content.
- Created posts with thousands of views and boosted engagement across Instagram, TikTok, and Facebook.
- Promoted products and organized community events, driving stronger brand presence and interaction.

Barista/Server

Lady and the Mug | Coral Springs, FL | AUG 2022 – MAY 2024

- Crafted beverages, managed transactions, and supported daily café operations in a small business setting.
- Delivered warm, personalized service while maintaining a welcoming, community-focused atmosphere.