

# Alexya I. Brown

*Gallup StrengthsFinder: Activator, Context, Connectedness, Futuristic, Learner*

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## EXPERIENCE

Engagement Producer, WAMU 88.5

April '20 - present

- Overseeing the newsroom's social strategy, growing @dcist Instagram by over 200% in 2020
- Developing and executing digital engagement products based on audience needs

Station Manager, Full Service Radio

June '18 - March '20

- Maintained recording schedule and host and facilities relations of the newly-founded internet station network for over 30 weekly programs
- Wrote copy for editorial materials and program promotion on digital platforms, including social
- Fostered community engagement using podcast content and event planning

General Manager, WMUC FM-College Park

January '19 - December '19

- Overseeing station adherence to FCC regulations in programming and station policies
- Developing and executing programming to promote WMUC's community goals, such as the Independent Student Media Panel in collaboration with University publications
- Liaise between University personnel, station staff, and community partners to promote and advance the position of student-run radio in the D.C. area
- As Community Outreach Coordinator

Programs Director, Maryland Leadership Workshops

January 2017 - August 2019

- Developed several multidimensional leadership training curricula for high school and middle school students to meet competencies for contemporary youth leadership
- Hired and trained a staff of 30 to facilitate an experiential learning opportunity for high school students
- Strategically identified clients across the mid-Atlantic to broaden the organization's reach and met their needs through best customer service practices

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## EDUCATION

University of Maryland, College Park

B.S. Behavioral & Community Health

Graduated Fall 2019

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## SKILLS

Copywriting ♦ Digital content management ♦ Team management ♦ Ableton ♦ Adobe Audition ♦ Graphic design and photo editing using mobile-friendly tools ♦ SEO and digital analytics