

Natalie Alesia

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EDUCATION

University of Kentucky, Lexington, KY 2023-Present Undergrad student studying Sports Broadcast Journalism and minoring in Integrated Strategic Communications. Expected Graduation: May 2027
Current Cumulative GPA: 3.591/4.0

John Hersey High School, Arlington Heights, IL 2019-2023 High Honor Roll Student, Four-year student-athlete in Women's Basketball, Service Over Self Class President John Hersey High School Senior Class School Spirit Award Recipient, Captain of Women's Basketball Team - IHSA Regional and Sectional Champions - 4th place in IHSA State Finals
Cumulative Unweighted GPA: 3.8/4.0

PROFESSIONAL EXPERIENCE

The College Sports Company, Social Media Content Intern | November 2024- Current
-Collaborated through extensive communication with editors and social team to determine the best clips for social media platforms, optimizing engagement from target demographics
-Created thoughtful and meaningful content that boosted social media interaction on Instagram, Tik Tok, and Twitter(X)

University of Kentucky - Lexington, KY, Fitness Instructor | September 2024- Current
-Worked with social media platforms to effectively brand and market my own fitness classes -Used public speaking expertise and communication skills to instruct class with confidence while building community -Instituted new monthly releases into class fitness regimen in order to keep class engaging and entertaining

All in Athletics - Chicago, IL, Social Media Intern | August 2022-September 2023
-Designed social media posts, team and individual shoutouts, and player profiles, all aimed at assisting the players with college athletics recruitment.
-Created on-going themes consistent with the company's brand identity for Instagram and Facebook social platforms

University of Kentucky- Lexington, KY Communications/Marketing Assistant | January 2024- April 2024
-Assisted a complex network of office employees with daily office tasks
-Meaningfully Analyzed statistics to post relevant types of media based on current trends and data points
-Integrated the use of tools such as Canva, Photoshop, and Adobe Rush to create meaningful media content
-Cultivated creative and rhetorically appropriate captions for each post

Natalie Alesia Private Training - Chicago, IL Private Basketball Training Entrepreneur | April 2022- August 2023
-Used extensive knowledge and acumen to market myself to upcoming basketball players in my local area -Developed my own pricing, schedule, and clientele based on client needs and overall vision and thoroughly marketed product on social media platforms

Michael Alesia & Associates, Attorneys at Law - Chicago, IL Receptionist & Office Assistant | May - August 2021
-Managed incoming telephone correspondence and greeted clientele when arriving into the office. -Developed and established a prominent website, LinkedIn, & Facebook presence

LEADERSHIP EXPERIENCE

University of Kentucky- Alpha Phi Sorority, Vice President of Membership Experience | June 2024-Current

Member of the 2024-2025 Executive Board of Alpha Phi International Fraternity. Oversaw all appointed positions within the New Member Department, fostering a culture of support, leadership, and service. Coordinated chapter morale-building events such as retreats, family weekends, and mental health seminars. Registered events through the University of Kentucky Panhellenic Council and participated in weekly meetings to address chapter operations and panhellenic initiatives.

University of Kentucky- Alpha Phi Sorority, Director of Membership Events | 2023-2024

Selected to serve among 275 members, planned and facilitated events to enhance member morale, skillfully coordinated within the chapter's budget to ensure impactful and financially responsible programming

University of Kentucky- Alpha Phi Sorority Director of Intramural Activities | 2023-2024

Promoted participation in Campus Recreation Intramurals, coordinated and registered teams through the program's website, and developed comprehensive schedules to ensure seamless participant engagement.

John Hersey High School- Service Over Self President | 2022-2023

-Developed and optimized ongoing service projects to engage the student body with community partners, such as Luther Village for Senior Citizens for activities as well as local and regional food banks for the Annual John Hersey High School Food Drive.

-Managed a large team of students and leaders of various branches of organization within the executive board.

SKILLS AND CERTIFICATIONS

-Proficient in Google Suites and social media platforms (Instagram, LinkedIn, X, and other platforms)

-Microsoft Teams, Sharepoint, Teamworks; extensive experience with telephone communication and customer service; CPR certified, Heartsaver CPR AED certified, conversant in Spanish