

Alicia Jackson

alicia.jackson@slu.edu | 638123546 | Madrid | [LinkedIn](#)

EDUCATION

Saint Louis University-Madrid, Spain

Sept. 2023 - Present

Bachelor of Arts in Communication

GPA: 3.81/4.00

SKILLS AND COMPETENCIES

Content Creation (Written, Visual and Video), Social Media Marketing, Email Marketing, Copywriting, Editing, Research, Brand Awareness Campaigns. Advanced user of Microsoft Excel and Slate CRM. English (native); Spanish (native); Portuguese (intermediate)

WORK EXPERIENCE

Marketing and PR Intern, ABC Store, Minneapolis, Remote

May 2025 - Present

- Helped plan and execute 5 long-term marketing campaigns, jumpstarting their rebrand efforts
- Created written, video, and visual content for marketing channels
- Wrote and edited social media posts, promotional emails, and other marketing items
- Managed the transfer of data between old software systems and new via Hubspot

Campus Ambassador, Saint Louis University-Madrid

Sept. 2024 - Sep 2025

- Helped chaperone group trips of approximately 50 students to cities around Madrid
- Advised students as first contact and responded to frequently asked questions
- Collaborated with faculty and staff to represent the university to distinguished guests

Admissions Assistant, Saint Louis University-Madrid

Sept. 2023 - May 2024

- Guided groups of up to 20 visitors through tours of campus and fielded questions
- Managed the application document submission process in Salesforce, Slate, and Excel
- Engaged with an average of 6-8 prospective students via Unibuddy, Raftr, and other platforms weekly
- Managed all SLU-Madrid Campus Ambassador accounts on Unibuddy
- Co-managed an Admission's email inbox, corresponding with 5-15 students a day

LEADERSHIP AND INVOLVEMENT – Saint Louis University-Madrid

- President (2025), Vice President (2023-2025), Human Rights Club, SLU-Madrid
- Junior Class Representative, SGA Executive Board, SLU-Madrid (2024-2025)
- Senior Editor (2025-Present), Copy Editor (2024-2025), Writer (2023-Present), [The NewSLU](#)