

Alexandra Czerniak

Creative Advertising Student & Graphic Designer

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EDUCATION

Virginia Commonwealth University (VCU) Robertson School, Richmond, VA, expected graduation December 2026

Bachelor of Science in Mass Communications, Concentration in **Creative Advertising**, GPA: 4.0

SKILLS

Industry Skills: Creative Advertising, Art Direction, Copywriting, User Experience (UX) Design, AI in Mass Media, Mass/Global Communications, Marketing, Diversity in the Media, Communications Law

Creative Software: Adobe Creative Cloud (Illustrator, PhotoShop, InDesign), Canva

Productivity Software: Google Suite (Slides, Docs, Sheets), Microsoft Office (Word, PowerPoint), Zoom

Content Management Software: WordPress, Instagram, Twitter/X, TikTok

Fine Arts: Graphic Design, Drawing, Painting, Sculpture and Ceramics

INTERNSHIP EXPERIENCE

Graphic Design Research Assistant, *VCU Humanities Research Center Aug 2025 - Present*

- Design research communications, including copy editing, digital media, and project management
- Develop graphics and flyers for various events, research groups, news, and opportunities

Art Intern/Teaching Assistant, *Granby International Baccalaureate Program Sep 2022 - Jun 2023*

- Led photography projects with teachers and students through classroom planning and preparation

AD PROJECTS & EXPERIENCE

Advertising Club of Richmond, *Mentorship Program*

- Obtain insights from industry professionals within the membership and mentorship program

Ad Club at VCU, *Member*

- Collaborate with VCU student creatives, communicators, and big thinkers

Robertson Rally 2025, *Strategic Advertising Sprint Event with VCU Ad Club*

- Participated in 72-hour strategic sprint to build a creative brief and pitch strategies to industry professionals

NOTABLE EXPERIENCES

International Baccalaureate Certificate, *Granby High School*

- Completed program requirements with strong critical thinking and research skills
- Passed internal and external assessments in English Language and Literature, Sciences, and The Arts

International Baccalaureate Middle Years Programme, *Academy for Discovery at Lakewood*

- Solved real-world problems with hands-on, collaborative projects through Project-Based Learning (PBL)

Education First Educational Travel Program, *Costa Rica, Spanish Language and International Experience*

- Joined a diverse international tour group to experience arts and culture through travel and reflection

National Art Honor Society, *Vice President (Founding Member and Recruiter)*

- Planned meetings, activities, and fundraisers; commissioned to paint branding murals for the ROTC program

Girl Scouts of USA, *Lifetime Member*

- Organized leadership and volunteer roles with a focus on environmental awareness and sustainability projects