

# Alexandria

## LEAVENWORTH



### EDUCATION

**JOURNALISM & MASS COMMUNICATIONS, M.A.**  
University of Nebraska, Lincoln – 2017  
Specialization in Integrated Media Communications

**COMMUNICATION & MEDIA PRODUCTION, B.A.**  
California State University, East Bay – 2013

**COMMUNICATION & MEDIA STUDIES, A.A.**  
Monterey Peninsula College – 2011

### HEARST CONTACT

916-325-3233  
ALeavenworth@hearst.com

### PERSONAL CONTACT

831-402-7606  
AlexandriaLeavenworth@gmail.com  
www.AlexandriaLeavenworth.com

## EXPERIENCE

### PROMOTION MANAGER

#### **KCRA 3 NBC & THE CW ON MY58, HEARST TELEVISION**

**MARCH 2022 - PRESENT**

Manage creative staff in brand image, and news image and topical promotion, in addition to managing two grassroots marketing Street Teams (Team My58 & Team Estrella). Oversee the execution of station promotion for on-air, off-air, and digital for KCRA 3 NBC and Neo-Traditional stations including KQCA The CW on My58, Estrella TV Sacramento, MeTV Sacramento, H&I, and Hearst streaming platform, Very Local. Conceptualize and produce standout promotional spots for the channel, in keeping with network strategy and brand values. Implement strategic based promotions such as on and off-air promotions, coordination of special projects, production of effective news & programming promotion, and targeted social media marketing.

Work with KCRA 3 digital team to brainstorm and produce digital marketing content for associated media platforms and KCRA.com, which averages a total average of 19.5 million monthly page views and 12.7 million monthly video views. Coordinate with sales team on large-scale promotional campaigns and revenue opportunities including My58's Summer of Spending and Team My58 & Team Estrella paid sponsorships.

### ASSISTANT CREATIVE SERVICES DIRECTOR

#### **KCRA 3 NBC & THE CW ON MY58, HEARST TELEVISION**

**FEBRUARY 2021 – MARCH 2022**

Oversaw on-air, off-air, and digital promotion including the development of brand and marketing strategies for broadcast, multiple digital channels, and market-leading website and mobile app for KCRA 3 NBC and KCRA 3 News. Worked alongside President & General Manager, News and Sales departments to strategically represent our stations on-air, online and through the use of outside media. Responsible for the execution of station promotion and breaking news POPs for use on-air and digitally.

### PROMOTION MANAGER

#### **KSBW 8 & CENTRAL COAST ABC, HEARST TELEVISION**

**AUGUST 2019 – FEBRUARY 2021**

Developed brand and marketing strategies for all KSBW Action News 8 media platforms, including the principal promotional oversight of our multicast station, Central Coast ABC. Was responsible for creation of on-air and cross-platform image campaigns, franchise promotion, IDs, news opens and other related production elements.

Worked with Digital Content Manager to develop digital strategy KPIs for KSBW.com, the KSBW 8 app, and social media pages. Oversaw and coordinated special projects, including reoccurring awards presented by KSBW, sponsored events and programs. Was responsible for execution and of sponsored station franchises such as the KSBW Jefferson Awards, Golden Whistle Award and Crystal Apple Award; as well as multiple client and sales-related events.

## **DIRECTOR OF OPERATIONS**

### **STARS AND GUITARS**

**JUNE 2019 – FEBRUARY 2021**

Managed and oversaw all marketing messages, digital content, and operation of social media channels for Stars and Guitars, an online country music platform that provides timely and compelling content of the country music industry. Was responsible for publication of articles and content, including photography of performances, album and concert reviews, red carpet and backstage interviews, and coverage of various music festivals, award shows and tours.

## **CREATIVE SERVICES PRODUCER**

### **KSBW 8 & CENTRAL COAST ABC, HEARST TELEVISION**

**OCTOBER 2017 – AUGUST 2019**

Created powerful on-air and digital communication messages for KSBW 8 NBC & Central Coast ABC, with the objectives of increasing fan engagement, viewership and brand loyalty. Assisted with development and execution of marketing and promotional strategies for the station, and multiple digital and social media platforms. Produced cutting-edge commercials for our clients, and image promos to support our brand.

## **ASSISTANT CREATIVE SERVICES PRODUCER**

### **KSBW 8 & CENTRAL COAST ABC, HEARST TELEVISION**

**APRIL 2016 – OCTOBER 2017**

Promoted network shows, station events and contests through creative social and digital media efforts. Increased audience engagement and brand awareness by developing and editing station image promos. Collaborated with creative team and affiliate marketing to grow ratings and web traffic.

## **MASTER CONTROL OPERATOR & PRODUCTION ASSISTANT**

### **KSBW 8 & CENTRAL COAST ABC, HEARST TELEVISION**

**MARCH 2015 – APRIL 2016**

Monitored NBC and ABC networks channels to ensure regulatory compliance and quality signals, maintained program and transmitter logs, and prepped content for air. Managed studio and production crew for 5pm, 6pm & 11pm newscasts. Supervised daily operations including camera operation, editing news content and packages, directing talent, and training production staff.

## **CAMERA OPERATOR**

### **SAN JOSE GIANTS BASEBALL ORGANIZATION**

**MARCH 2014 – MARCH 2017**

Responsible for operation of video and audio during live Minor League Baseball (MiLB) games for closed circuit ballpark television system, streaming via MiLB.tv, on-field promotions, and team highlight packages.

## **DIGITAL & SOCIAL MEDIA DIRECTOR**

### **ABOUT THE KIDS FOUNDATION**

**DECEMBER 2013 – MARCH 2015**

Created, monitored and measured digital marketing plans for target audience. Developed social media accounts and managed daily social media operations, with a focus on building brand recognition and driving traffic to website and associated blogs.

---

## **KEY ACCOMPLISHMENTS**

- Implemented strategic based promotion to grow KQCA My58's viewing audience in two years from the #10 to the #4 Independent television station in the U.S. among Adults 25-54, prior to acquiring The CW network affiliation in September 2023.
- Produced targeted image and OOH advertising campaigns to grow KCRA 3 News at 10pm to the #1 overall late news among Adults 25-54 (per Nielsen DMA ratings 2Q23).
- Spearheaded initiative to develop a national wildfires-specific graphic design package with HTV Design for use across all 35 Hearst Television stations across the country. This 9-month design project resulted in the California Wildfires graphics toolkit, which was nominated for a 2022 Promax Local Award for Total Package Design Station/Channel On-Air.
- Responsible for increasing KSBW's Instagram audience 151.28% over two consecutive calendar quarters in 2018 and 2019, cementing it as the fastest-growing Instagram page across Hearst Television.

## **AWARDS & HONORS**

- Promax 2022 Silver Local Award Winner for "News Image Promo (DMA 1-25)" and "Website or App Promotion"
- Appointed as Hearst INCLUDE Certified Change Agent following 6-month program centered on diversity, equity and inclusion.
- Graduate of the HTV Rising Star Leadership Academy & HTV Mentorship Program for Hearst Television, and Cornell StepUp New Manager Development Program for Hearst management global.
- California State University, East Bay (CSUEB) "40 under 40" award recipient. This annual award recognizes alumni under 40 who have demonstrated dedication, excellence and achievement in their professional, philanthropic and personal endeavors.