

ALICIA C. BORLEY

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PROFILE

Solid educational background and training in **Telecommunications Management**. Possess excellent communication skills with a demonstrated ability to work well with all types of individuals—equally effective individually or as a member of a team.

RELATED EXPERIENCE

- Freelance Blog Writer** – [Brolly Event Solutions](#), Centennial, CO February 2016-present
- [Freelance blogger](#) on Event Industry Culture
- Web Design/Business Services** – [Alicia's Agency](#), Denver, CO December 2014-present
- Web Development- Create custom websites for various industries in WordPress and Dreamweaver
 - Creation of business plans, PR campaigns, Social Media, SEO campaigns for clients
- Freelance PR/Web Design** – Saderra, Denver, CO January 2015-July 2015
- Meet with clients to develop and implement Public Relations Campaigns
 - Creating and building press lists of relevant contacts
 - Author on [Saderra Blog](#)
 - Web maintenance and development for Saderra and their clients
- Freelance Web Design/Media Relations** – [DUNECRAFT INC.](#), Cleveland, OH October 2004-December 2014
- Web Development- Create websites for various sales reps in the toy industry in WordPress and Dreamweaver
 - Proficiently handle press campaigns and media relations
 - Attend trade shows and assist in research and development
 - SEO-extensive experience in search, keywords, adwords, analytics
 - Put together and sent out newsletters and press releases utilizing [ympl](#)
- Receptionist/Administrative Assistant** – SINCO INTERNATIONAL, Boulder, CO March 2004-September 2004
- Performed reception duties including: answering phones, greeting visitors, opened/closed the building
 - Provided administrative support to all 14 companies in the building
 - Assisted in public relations work including research and data entry
- Underwriting Assistant** – ICAT MANAGERS, Boulder, CO December 2002-December 2003
- Modeled accounts using risk software to accurately portray earthquake risks
 - Provided excellent underwriting support and ideas to underwriting team
 - Processed insurance policies from beginning to end while maintaining constant contact with clients

EDUCATION

OHIO UNIVERSITY, Athens, OH 1997-2001
Bachelor of Science in Communications
Major in Telecommunications Management Minor in Business
Major GPA: 3.5 Overall GPA: 3.0

Computer Skills

Adept with Windows & MAC systems—WordPress, Dreamweaver, HTML, CSS, Photoshop, Proficient in all Microsoft Office programs- (including Word, Excel, PowerPoint, Access, Publisher, and Outlook) Freehand, Fireworks, Linux, OSX.