

# Alex Kalta

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## **Summary:**

A journalism student, with a strong academic record, who is creative, tenacious, a top-notch researcher, and who has extensive knowledge and a passion for sports, and excels at creating engaging online content.

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## **Skills:**

- CapCut, Final Cut Pro, Adobe Premiere, iMovie
- Highly proficient on all social media platforms
- Adept at copyrighting and video production
- Expertise in Microsoft Office and OBS Software

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## **Experience:**

### **Social Media Content Creator**

TikTok | Online

January 2021 – Current

- 230,000 active followers and 1.1 billion views.
- Creator and manager of a TikTok account that is solely devoted to sports-related content: @chosensports.
- Conceptualize ideas, write scripts, shoot, and edit all videos.
- Have captured interest and interactions with the Atlanta Falcons, Detroit Lions, MLB, and have been reposted on all "Ball is Life" social media accounts.
- Hired by companies to promote their brands.

### **Sportswriter**

The Loyolan | Los Angeles, CA

October 2020 – October 2021

- Pitch ideas, report, and write sports-related columns.
- Conduct interviews with players and coaches.
- Have increased traffic by 19% to the newspaper's website.

### **Social Media Manager**

GoEco Stores | Tarzana, CA

May 2017 – September 2020

- Created and managed the company's Twitter, Facebook, and Instagram daily, to promote products.

### **Social Media Content Creator**

Instagram | Online

April 2023 – Current

- Creator and Manager of an Instagram account for my brand, ChosenSports.

- 21,000 followers

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## **Education:**

Loyola Marymount University | Los Angeles, CA

Bachelor's Degree of Arts

Graduation Expected May 2024

- Major in Political Science
- Minor in Public Relations & Journalism
- 3.83 GPA

Oaks Christian High School | Westlake Village, CA

High School Diploma

Graduated May 2020

- 4.3 GPA
- Headmasters List all four years