

**TITLE** | Publication Services Specialist

**ABOUT** | Ms. Blevins joined BSM in 2018 and is based in Incline Village, Nev.  
Prior to joining BSM, she worked as a marketing coordinator at a Lake Tahoe ski resort, where she was responsible for collating the daily snow report and creating original, on-brand content for numerous media channels.



**AREAS OF EXPERTISE** | In her current role, Ms. Blevins creates and edits a wide range of internal and customer-facing content. Her primary responsibilities include:

- ✓ Editing print and digital materials
- ✓ Writing industry-specific articles
- ✓ Creating and refining content for social media and digital communication, brochures, postcards, event materials, and magazines
- ✓ Designing and creating communications strategies, ad campaign themes, and associated content
- ✓ Creating graphics that effectively translate content for compelling online delivery
- ✓ Copywriting for marketing and sales to facilitate print and digital advertising and email marketing campaigns

**ACHIEVEMENTS & CREDENTIALS** | ✓ Certified Graphics Professional, University of Nevada, Reno  
✓ Recurring columnist for [Administrative Eyecare](#) magazine  
✓ Member of the Creative Concepts Team, which is responsible for strategically designing and enriching content delivery to enhance connections with customers

**EDUCATION** | Bachelor of Arts in Psychology, University of California, Santa Cruz

**DID YOU KNOW?** | Alex has an extensive collection of jazz and blues records, her favorite being “[Lover Man](#)” by [Billie Holiday](#).