

# ALEXIS HICKS

PUBLIC RELATIONS &  
FASHION MARKETING

## SKILLS

- PR Writing
- Social Media Marketing
- Proofreading/ Editing
- Blogging
- Photoshop
- Media Relations
- Lightroom
- Figma
- Premiere Pro/ Final Cut Pro
- Creative Advertising
- Event Planning
- Hootsuite
- Google Ads
- Google Analytics

## CONTACT

Indianapolis, IN

Website:

[www.alexis-hicks.com](http://www.alexis-hicks.com)

LinkedIn:

[www.linkedin.com/in/alexishickss/](http://www.linkedin.com/in/alexishickss/)

## EDUCATION

### LIM COLLEGE

2022- Present | Master of Art in Fashion Marketing

### UNIVERSITY OF KENTUCKY

2014-2018 | Bachelor of Arts in Integrated Strategic Communications with a focus in Public Relations, Minor in Psychology

### KING'S COLLEGE LONDON

Summer of 2017 | Communications and Mass Media

## EXPERIENCE

### ENGAGING SOLUTIONS

MARKETING & BD SPECIALIST | OCT 2021 - SEPT 2022

- Curated, planned, and designed content for the monthly content calendar consisting of three social media posts a week.
- Grew the following of the Engaging Solutions LinkedIn and Facebook accounts by 15 percent in less than a year.
- Captured and analyzed the metrics for each social media platform.
- Designed full and half-page ads that were featured in company brochures.
- Edited clips and videos for internal and external company use.
- Executed and designed a new company-wide email signature rollout.
- Assisted in the creation of the organization's new brand board and brand guidelines.
- Launched the redesign of the company website with an outside vendor following the completion of the revised brand guidelines.
- Edited, wrote, and designed corporate resumes and biographies for team members submitting business proposals.
- Proofread and designed all company business proposals before submission.
- Learned how to utilize the Figma design tool in under 24 hours for a major business proposal submission.
- Served as the primary contact for all marketing needs and approvals.

### TRIMEDX

CLIENT COORDINATOR | JULY 2019 - AUG 2021

- Upheld business-to-business relationships between new and existing clients.
- Created newsletter email campaigns to highlight monthly promotions to vendors and clients.
- Assisted management with maintaining the social media presence of the company.
- Learned in a fast-paced environment how to interact with medical personnel without prior knowledge of medical terminology and devices.

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## EXPERIENCE CONTINUED

### ZIPIE MARKETING AGENCY

MARKETING INTERN | MAY 2018 - JAN 2019

- Served as a point of contact for the Director of Communications at the Ronald McDonald House of the Bluegrass, ensuring timeliness and deliverables were met successfully and in a timely manner.
- Developed a comprehensive content calendar and posting schedule, over a three-month period tailoring content for the client's Facebook and Instagram platforms.
- Designed graphics on Photoshop, edited photos on Lightroom and VSCO, and uploaded content to Hootsuite for the Ronald McDonald House social media platforms.

### UK EA & EXCHANGES

EA PEER AMBASSADOR | JAN 2018 - MAY 2018

- Grew the social media following on the UK Education Abroad & Exchanges Snapchat account by 15 percent implementing a new strategy with engaging copy and visuals.
- Enhanced public speaking skills presenting to lecture halls throughout the semester that educated students on the process of studying abroad.
- Researched and planned education abroad opportunities for fellow peers.

### IU SIMON CANCER CENTER

MARKETING INTERN | MAY 2017 - JULY 2017

- Created compelling content to be distributed to more than 100 residents at a local housing community to educate them on healthcare needs.
- Planned and executed multiple community events and facilitated the curriculum at the educational events.

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