

ALEXIS CASSIDY

Creative Marketing Specialist with 5+ years of experience in luxury goods and services. I specialize in hands-on content creation and problem-solving to bring memorable brand moments to life. When I'm not working with you, I'm designing apparel and creating mixed media art through my business, **BYALEXISJADE**.

EXPERIENCE

Marketing Associate | Trove Warehouse, March 2023-Present

Social Media Strategy & Content Creation: Strategically produce 10 high-quality photos, 3-4 engaging videos, and 60-80 dynamic stories per week across Instagram, TikTok, Facebook, and Pinterest. This consistent output has contributed to a 1,200% increase in reach on Meta and 216,000 new viewers on TikTok. Pinterest revenue has surged by 317%, with impressions rising by 22%, driven by visually compelling and engaging content.

Digital, Apparel, & Print Design: Developed cohesive branded graphics for digital marketing campaigns, print materials, apparel, and promotional assets, aligning with the overall brand identity. Utilized Adobe Photoshop, Illustrator, and InDesign to create high-quality, visually engaging designs across multiple platforms.

E-Commerce Management: Managed over 8,000 product listings, including product photography, descriptions, and pricing. I optimize headlines, meta descriptions, alt text, and keyword usage across digital content to enhance SEO and improve organic traffic. This meticulous management has driven a 408% increase in online sales and consistently attracted 400-600 new customers to the online store each month.

Includes **Email Marketing, Video Production, and Event Coordination.**

Social Media Manager | TGE Living Co, March-July 2022

Social Media Management & Content Creation: Curated and scheduled content across Instagram, Facebook, and TikTok, ensuring a cohesive and consistent brand identity.

Video Production: Pitched, developed, and produced engaging video content for Instagram Reels and TikTok, resulting in an 800% increase in engagement over three months.

Brand Identity Development: Collaborated with the Founder and PR team to create a comprehensive brand identity and bundled subscription offerings.

Product Photography: Produced high-quality product photography for social media channels and the website, enhancing visual appeal and product presentation.

Marketing Manager | House of Him, June-October 2021

Content Creation: Curated marketing content including product and client photography, promotional videos, and Instagram Reels.

Product Marketing: Marketed new products and service packages, contributing to increased in-store awareness and sales.

Social Media Strategy: Spearheaded a dynamic social media presence through strategic content scheduling and campaign planning, driving a 357% increase in reach. Maintained consistent, on-brand messaging across Instagram, Facebook, and TikTok for Ohio and Florida locations.

Web Designer | BGSU Marketing, January-May 2021

Web Development & Maintenance: Assisted in the design, development, and ongoing maintenance of multiple university websites, utilizing Adobe Experience Manager (AEM) and HTML to ensure seamless functionality and an optimal user experience.

Cross-Department Collaboration: Worked collaboratively with marketing and communications teams, ITS, colleges, programs, directors, University leadership, and others to align web projects with business goals, user needs, and deadlines.

Graphic Design: Developed graphics for advertising, digital signage, and presentations to support marketing initiatives and enhance visual communication.

CONTACT

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EDUCATION

Bowling Green State University
Bachelor of Science in Technology
Visual Communication Technology
August 2018 - April 2022

INVOLVMENT

BGSU Alpha Chi Omega
VP Public Relations & Marketing: 2020, 2021
Social Media, T-shirt, and Bid Day Chair:
2019, 2020

CUSTOMER SERVICE

True Food Kitchen, Server: 2022, 2023
Buffalo Wild Wings, Server: 2019, 2022
Bob Evans, Hostess: 2018, 2019
Silver Spring House, Hostess: 2016, 2017