

# 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

byalexisjade.com  
alexiscassidy10@gmail.com  
(513) 340-2856  
@BYALEXISJADE



## 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