
Alexandria (Lexi) Maus



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ADDRESS

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OBJECTIVE

Marketing Manager with experience in Digital Content, Print Production, and Design. I specialize in the development of marketing campaigns and strategies to benefit brand management, customer acquisition and retention.

SKILLS

Microsoft Office 365: Excel, Word, PowerPoint, Outlook, OneNote, etc.

Databases: SSPS, SQL

Google Products: Analytics, Ads, Drive, Hangouts, Google+, Docs

Social Media: Twitter, Instagram, Snapchat, Facebook, Facebook promotions and ads, Youtube, Wordpress, Blogs, Pinterest, LinkedIn, Whatsapp, Skype

Adobe Creative Cloud Suite: Photoshop, Illustrator, InDesign, Acrobat, Dreamweaver, etc

QuarkXpress

Marketing software: IBM, Mailchimp, CMS, Fetch, AppleScript, Trello, Hootsuite, iMovie, House Account, etc

EXPERIENCE

MARKETING PROJECT MANAGER, AHI TRAVEL

August 2017 — Present

Leading all marketing operations for 40+ travel programs, including promotions, email campaigns, website, social media, proposals, flyers, brochures, and catalog production. Develop Marketing Strategy; integrate Data Analyses and Market Research to optimize Engagement. Focus branding initiatives. Design creative content across various platforms. Maintain mutually beneficial B2B relationships.

Marketing Project Coordinator, Previous Position

August 2016-2017

Administered B2B, direct to consumer, and third-party email campaigns. Created content for HTML, CMS, Social Media, and Print advertisements. Operated specialized marketing plans for select clients from start to finish; coordinated in-house production, client schedules, and the release of promotional materials.

MARKETING AND PUBLIC RELATIONS INTERN, MITSIX SOCIAL LIFE (MADRID, SPAIN)

June — August 2015

Communicated with partners and clients, performed operations in both Spanish and English. Designed marketing campaigns and promotions; Implemented Digital Marketing. Managed social networks and created product bulletins. Increased Instagram traffic by an overall average of 610%. Assisted in developing the business plan for international expansion.

RETAIL SALES AND MARKETING ASSOCIATE, CHA BOUTIQUE

August 2014 — May 2016

Market brands using social media. Increased social media followers by 4,311. Develop in-store product layouts, displays and assist with inventory management. Work directly with customers in a sales capacity. Averaged \$5000 in individual monthly sales.

EDUCATION

BACHELOR OF SCIENCE, BUSINESS ADMINISTRATION — EMPHASIS IN MARKETING, 2016

University of Missouri
Language Minor: Spanish

VOLUNTEER EXPERIENCE

Alpha Phi Sorority:

Red Dress Poker Tournament for Cardiac Care; Annual Blood Drive

Moving Ahead Program Volunteer

Tutor and mentor “at-risk” youths in Columbia, Missouri public schools

Mission Trip – Biloxi, MS

Repair homes in low-income areas impacted by Hurricane Katrina