

ALEXIS ANDERSON



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PROFESSIONAL SUMMARY

I am a detail-oriented, organized and meticulous freelance graphic designer working for several companies on a freelance/contract base. The main company I work on a contract base for right now is Buffalo Road Creative. My role in BRC is Freelance Junior Designer in which I create presentations and template designs for big companies such as Sony, Hyatt Hotels, Gale, Curaleaf, Expedia and many more. I also am a merchandise designer for the app FestFriends in which I design the graphics for their clothing collections. The previous companies I have worked for are Ali & Ariel, Isabelle's Cabinet, Warrior Energy drink, Wandering Coyote, Galaxia Beauty, and several influencers that have a large social media presence. The work that I create ranges from custom logos, posters, package designs, merchandise designs, and presentation designs. I am open to working full-time for a company as a graphic designer or on a freelance/contract base, if needed. I am resourceful and hardworking with vendor sourcing expertise and empowering leadership skills.

SKILLS

- Type Selection
- Illustration and Design
- Design Mockups
- Web Site Design
- Powerpoint
- Keynote
- Presentation Design
- Digital Imagery
- Production Layouts
- Logo Creation
- Microsoft Excel Sheets
- Budgeting
- Event planning

EDUCATION

WEBSITE, PORTFOLIO, PROFILES

- alexisandersonart.com

WORK HISTORY

Alexis Anderson Designs - General - Freelance Graphic Designer

California • 06/2020 - Current

Freelance graphic designer who specializes in detailed typography, apparel merchandising, social media/content creating and anything related to the digital art field.

- Use of Adobe illustrator and Photoshop to create unique and intricate graphic design pieces.
- Sell merchandise, canvas art and posters on my own website.
- Develop print materials such as brochures, banners and signs.

**California State University,
Chico**

Chico, California • Expected
in 05/2023

BBA: Business Management

- Contribute design ideas in early planning stages with customers and project managers.
- Meet with customers to present mockups and collect information for adjustments.
- Design website layouts, templates and unique branded looks.

Buffalo Road Creative - Freelance Junior Designer
California • 06/2022 - Current

- Create custom templates and layout presentations for companies to present to their executives.
- Use of Keynote, Powerpoint, and Google Slides.
- Maintain consistent use of graphic imagery in materials and other marketing outreach.
- Develop layout design deliverables that elevate, differentiate and function on-brand and on-strategy.
- Companies I have successfully completed presentation templates and fact sheets for: Sony Music Group, Curaleaf, Hyatt & Thompson Hotels, Gale.

FestFriends - Graphic Designer
02/2022 - Current

- Create unique and custom graphics to put on FestFriend's merchandise.
- Meet with CEO to present mockups and collect information for adjustments.
- Apply knowledge of production to create high-quality images.
- Create designs and collaborate with technical team to complete projects.

Ali And Ariel - Freelance Graphic Designer - Contract
California • 01/2022 - Current

- Create custom graphic designs for clothing items such as hoodies, t-shirts, backpacks and hats.
- Develop new artwork for upcoming seasons and collections.
- Select and memorize wholesale product names from catalogs.
- Work with clients who need custom designs for their sorority.
- Present flat lays, mockups, and export them into several different formats.

- Contribute design ideas in early planning stages based on previous product success.
- Complete final touches for projects such as design sizes and font selection.
- Upload products to Printful and Shopify.
- Work as a team with thirteen other employees using Zoom and Google Workspace.

Sigma Kappa - Merchandise Chair

Chico, CA • 11/2021 - Current

- Create customized graphic prints for my sorority's merchandise.
- Plan and execute designs with printing companies.
- Created attractive displays at chapter events to promote items.

Britt Zec Media - Brand Manager

California • 07/2021 - 12/2022

Britt Zec is a shuffle dancer that began her own marketing brand "Britt Zec Media" in August 2021.

- Managed her roster of 8 shufflers that combined have over 560,000 followers and reach over 30 million accounts per month.
- Messaged brands daily through Britt's Instagram and email using a script that was followed for each brand.
- Researched and reached out to 30-40 new brands everyday.
- Connected her with clients via Zoom calls and emails for brand collaborations.
- Created media kits for her clients.
- Increased her customer engagement through social media.
- Developed marketing content such as blogs, promotional materials and advertisements for social media.
- Monitored online presence of company's brand to engage with users and strengthen customer relationships.
- Analyzed and reported social media and online marketing campaign results.

The Greek Company - Social Media Manager Intern

California • 04/2021 - 08/2022

- Created customized marketing materials to increase product awareness.

- Monitored online presence of company's brand to engage with users and strengthen customer relationships.
- Created customized digital prints daily that marketed their clothing items.
- Assisted the CEO with various marketing projects that would engage new leads and potential customers.

Sigma Kappa Sorority - Vice President of Membership
Chico, California • 12/2021 - 01/2022

- Planned, designed and executed a formal recruitment containing about 1,000 women.
- Managed a budget of \$13,000 for a four day in-person event.
- Used excel sheets for budgeting and managing money.

Sigma Kappa Sorority - Social Media Manager
Chico, California • 07/2020 - 01/2021

- Developed, implemented and managed my sorority's social media strategy.
- Monitored SEO and user engagement and suggested content optimization.
- Analyzed and reported social media and online marketing campaign results to my VP of Programming.
- Created personalized story templates.
- Planned and developed a feed aesthetic.

LANGUAGES

American Sign Language



Full Professional