Alexis (Allie) Phillips

(612) 791-1577 | phillale@umich.edu | www.linkedin.com/in/allie--phillips

Education

University of Michigan – Ann Arbor, MI   **May 2021**
School of Information, Bachelor of Science in Information   GPA: 3.48/4.0
Specialization in Data Analysis and User Experience Design

- Key Courses: Programming, Information, & People; Data-Oriented Programming; Information Environments and Work; Web Design, Development, and Access

Stephen M. Ross School of Business
Specialization in Marketing: Cappo Sales Track

- Key Courses: Fundamentals of Sales Management, Marketing Management, Retail Marketing, Consumer Behavior

Relevant Experience

Senior Editor, The Michigan Daily   **Jan 2019 – Present**

- Single-handedly train social media team of 10+ members on publication's content posting strategies
- Edit contributing members' draft posts for the publication's social media feeds.
- Develop marketing strategies to enhance the team's overall online presence on Facebook and Twitter.

Assistant Editor   **Sept 2018 – Dec 2019**

- Analyzed campus-wide competitors to develop a social media strategy.
- Created attention-grabbing captions to accompany articles on all social media platforms to increase readership for Washtenaw County's only print newspaper.

Research Assistant, University of Michigan – School of Information   **Nov 2018 – Apr 2019**

- Contributed to a research study on the uses of artificial intelligence to detect incivility across media platforms.
- Labeled series of texts to define incivility seen online, adapting technology to autonomously identify text.
- Gained insight on machine learning through independent study to understand mechanics of the lab.

Related Experience

Camp Counselor, Herzl Camp – Webster, WI   **June 2016 – Aug 2019**

- Responsible for the care and well-being of fourteen girls during the seven-week camp session for 4 consecutive summers.
- Gained skills such as delegating tasks and interpersonal skills with those older and younger than me

Marketing Team Member, Wolverine CuiZine   **Sept 2018 – May 2019**

- Monitored and produced content for social media platforms to promote magazine launch and club events.
- Collaborated with local Ann Arbor restaurants to gain sponsorship and sell advertisements.

Leadership and Involvement

Social Media Marketing Member, SHEI Magazine   **Sept 2019 – Present**

- Manage and produce content for social media accounts to promote fashion magazine content.

Member, Girls Who Code   **Sept 2019 – Present**

- Teach programming language Python to middle and high school students for 2 hours weekly.

Member, Chi Omega Sorority – Ann Arbor, MI   **Oct 2017 - Present**

- Mentor group of 55 new members as they adjust to the sorority through Sisterhood Support Team.

Member, Wolverine Support Network   **Sept 2018 - Present**

- Work with other students to destigmatize mental health through weekly meetings to create a positive environment for students to discuss daily events.

Skills

- Coding: Python 3, HTML 5, CSS, JavaScript, HTTP, SQL
- Microsoft Office: Microsoft Word, Microsoft PowerPoint, Microsoft Excel
- Social Media: Facebook, Twitter, Instagram, Hootsuite