

# Alexis (Allie) Phillips

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## Education

**University of Michigan – Ann Arbor, MI**

School of Information, Bachelor of Science in Information

**May 2021**

GPA: 3.48/4.0

*Stephen M. Ross School of Business*

Emphasis in Marketing: Cappel Sales Track

Relevant Course Work: Web Development and Design, Interpersonal and Psychological Implications of Social Media, Social Media in Organizations, Fundamentals of Sales Marketing

## Experience

**Senior Editor, The Michigan Daily**

**Jan 2019 – Present**

- Edit contributing members' draft posts for the publication's social media feeds.
- Develop marketing strategies to enhance the team's overall online presence, leading to an increase in audience.
- Train social media team on publication's content posting strategies.

**Assistant Editor**

**Sept 2018 – Dec 2019**

- Analyzed campus-wide competitors to develop a social media strategy.

**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 four consecutive summers.
- Gained skills such as delegating tasks and interpersonal skills with those older and younger than me

**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.

**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

**Member, Chi Omega Sorority – Ann Arbor, MI**

**Oct 2017 - Present**

- Sisterhood Support Team

**Social Media Marketing Member, SHEI Magazine**

**Sept 2019 – Present**

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

**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 and Abilities

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