

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

Specialization in Social Media Analysis and Design and User Experience Design

- Key Courses: Interpersonal and Psychological Implications of Social Media, Social Media in Organizations, Mass Media Process and Effects, Web Development and Design

Stephen M. Ross School of Business

Specialization in Marketing: Cappel 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.

Social Media Marketing Member, SHEI Magazine

Sept 2019 – Present

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

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.

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 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.

Leadership and Involvement

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.

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.

Skills

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