

Alexis Rajis

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SUMMARY

- ❖ Highly efficient, organized and detail-oriented with the ability to multi-task and tackle multiple projects
- ❖ High degree of professionalism, maturity, and interpersonal skills.
- ❖ Strong leadership skills including entrepreneurial business approach
- ❖ Excellent communication skills, both written and verbal.
- ❖ Analytical eye for connecting social media community metrics to business objectives
- ❖ Proficient on different social media platforms and content management

EDUCATION

DREXEL UNIVERSITY – *Philadelphia, PA*

2009 – 2011

Health Science

FASHION INSTITUTE OF TECHNOLOGY – *New York City, New York*

2003 – 2006

Fashion Design

EMPLOYMENT

HER IMPORTS – *Philadelphia, PA*

11/2015 – 12/2018

Social Media Content Creator & Strategist

- Supervised all aspects of social media communications across all digital platforms.
- Developed and implement highly strategic and comprehensive social media plans; ensure consumer acquisition and engagement that supported the company's overall objectives.
- Lead the social media strategy for all 26 locations through competitive research, platform determination, benchmarking, messaging, and audience and influencer identification.
- Tracked and monitored company's social media presence, evaluated SEO and web traffic metrics, and communicate with followers.
- Created original text, dynamic, and video content, managing posts and responded to followers, assisting the marketing team in building a social conversion strategy.
- Observed, recorded and analyzed social media performance and prepared thoughtful recommendations towards future strategy based on insights.
- Assisted with design development of marketing and promotional materials, including print advertisements; creating new concepts that brought focus towards company brand.
- Acted as the voice of the company across all social media platforms, including Instagram, Facebook, Snapchat, and YouTube.
- Generated dialogue, buzz, interaction, trending topics/content and conduct outreach for potential partnerships with social influencers for the company.
- Built media and influencer network by cultivating relationships with key hair stylists, makeup artists and photographers for collaborations that aided in brand awareness.
- Track and analyze analytics reports to gain insight on traffic, demographics, and effectiveness, utilizing the information to positively affect future outcomes for success.

57 SOUTH – *Philadelphia, PA*

2/2012 – 6/2013

Project Manager

- Administered the leadership of design projects from inception to completion.
- Arranged business meeting with potential clients to discuss re-branding concepts.
- Overseen the design development of marketing and promotional materials, including print advertisements; collateral; Website; interactive communications; event branding; and the various internal and external communication materials.
- Prioritized and managed creative and design related requests.
- Provided daily administrative and sales support for the business.
- Helped with business development by creating new relationships with potential clients
- Kept an eye on the goals and objectives of projects—both for the client and the design team to make sure projects were completed on time.

- Supervised the team and helps negotiate relationships within projects with clients and team members
- Provided direction and support to design team and clients.

CBS DIGITAL RADIO “IT FACTOR” – *Philadelphia, PA*

7/2010 – 1/2011

Talent Scout Executive

- Recruited aspiring models, actors and musicians for VIP Talent Connect.
- Contacted potential talent for open-call interviews and follow-up meetings to go over career opportunities.
- Managed and organized networking talent events.
- Assisted with local advertising promotions and marketing projects.
- Was responsible for taking, editing and distributing meeting minutes for weekly conference calls.
- Assisted office manager with various projects and duties.
- Managed cashiers and customer service reps daily sales goals.
- Provided support coverage for managers and other sales departments when necessary.
- Operated office equipment such as voicemail, photocopier, scanner, facsimile, pc, and other office support software.

SAKS FIFTH AVENUE – *New York City, New York*

5/2005– 12/2007

Visual Display/Stylist

- Was responsible for daily maintenance, look, mood and merchandising of the flagship store for women/men contemporary floor.
- Aided in the organization and installation of promotional and sales floor displays based on planogram layouts.
- Assisted with arrangement of merchandise assortments of sales, markdowns, and grand store events.
- Worked closely with managers and supervisors in a fast paced retail environment to help maintain exceptional customer service experience.
- Was responsible for educating and communicating with department managers, buyers and sales support staff about visual presentations, merchandising standards and set-ups.
- Aided in restocking the sales floor with new merchandise, and making sure all available sizes were on the floor.
- Communicated with managers and sales staff of weekly sales goals for each vendor.
- Produced quality work while multitasking in a consistent, timely and organized manner.
- Managed projects on time and being responsible for the project from start to finish.
- Styled display mannequins for different looks and captured the mood and theme base on individual and collective thoughts.
- Demonstrated excellent interpersonal skills supporting team environment.
- Shown great sales performance, and able to work well independently and as part of a team.
- Maintained the cleanliness and organization of sales floor, stockroom, visual merchandising and window display.

FORD MODELS –*New York City, New York*

12/2005-05/2006

Talent Scout/Personal Assistant

- Interviewed and discovered potential talent from open-calls and global scouting system.
- Updated and organized models portfolios with recent tear sheets and photographs to make a cohesive statement.
- Ensured all pending appointments are arrived or no-showed in scheduling system on a daily basis.
- Managed and organized casting calls with clients for print, commercial and fashion show bookings and events.
- Communicated with client and talent while representing the agency’s high standards and excellent reputation.
- Created daily schedule and itineraries that includes contact numbers, meeting locations, memos, meeting agendas and other correspondence.
- Managed heavy calendar schedules both business and personal on a daily, weekly and monthly basis, and organized meetings and conference calls.

PROFESSIONAL REFERENCES

Available upon request.
