

ALEXIS SCHULTZ

Chicago, IL/Washington, DC | Alexispschultz@gmail.com | 312-505-8900
www.linkedin.com/in/alexispschultz | <https://lexischultz.wixsite.com/my-site-3>

EDUCATION

The George Washington University

Bachelor of Arts in Journalism and Mass Communication

Washington, DC

August 2023 - May 2027

- **GPA:** 3.92 out of 4.00.
- **Achievements:** Dean's List all semesters, Recipient of the Presidential Scholarship for academic achievement.
- **Relevant Coursework:** Advanced News Reporting, News Writing, Video Production, Web Production, Digital Platforms & the News, Fashion Writing, Statistics, American Politics and Government, Criminology, Narrative Journalism, Journalism Ethics

EXPERIENCE

Olami

Social Media Content Creator Intern

New York City, NY

March 2024 - July 2024

- Developed and executed social media strategies to raise awareness about campus antisemitism, resulting in increased engagement and follower growth.
- Created impactful and informative content (posts, videos, and infographics) on a platform of over 12,000 followers to educate audiences and foster community support.
- Conducted 25+ interviews with experts, witnesses, and public figures to highlight stories and initiatives combating antisemitism.
- Served as a face for the awareness campaign, using personal engagement and visibility to strengthen community trust and amplify our message.

Adesso

Marketing and Digital Content Intern

Highland Park, IL

June 2024 - August 2024

- Designed and scheduled engaging social media content showcasing designer home goods to enhance brand visibility and drive customer engagement.
- Performed market research to identify trends and align digital marketing strategies with customer preferences.
- Partnered with the marketing team to develop seasonal campaigns, promotions, and product launches, contributing creative ideas to highlight unique inventory.
- Managed inventory updates for 5,000+ online and in-store products to ensure accurate representation across platforms.

Rad + Refined

Personal Assistant/Intern

Chicago, IL

March 2021 - March 2022

- Fashion apprentice to a thriving accessory designer with 131,000 followers and recognized celebrity endorsements.
- Gained valuable experience in the fashion industry by working closely with 20+ vendors and contractors to develop/distribute products.
- Aided in daily operations to ensure smooth production processes and efficient order fulfillment while actively collaborating with team members to uphold high-quality standards and timely product delivery.

LEADERSHIP

Alpha Phi Fraternity, George Washington University

Vice President of New Member Education and Member Experience

Washington, DC

January 2024 - Present

- Lead and develop a new member education program that welcomes 30+ new members each year, helping them transition smoothly while teaching about Alpha Phi's values, history, and commitment to community service.
- Plan and organize 30+ engaging events for members to strengthen community, promote unity, and foster lasting friendships.

Fashion Business Association, George Washington University

Writer/Editor/Member

Washington, DC

January 2024 - Present

- Write and edit for a school-wide fashion magazine to promote self-expression and advance the fashion industry.
- Foster solid relationships through effective teamwork with students and staff, which serves as a catalyst for developing and enhancing communication and leadership skills.

SKILLS

Journalism: Content Writing, Social Media Creation, Public Relations, Blogging, Broadcast Reporting, News Writing

Languages: English (Native) and Spanish (Limited Working Proficiency)

Technical: Adobe Creative Suite (Premier Pro, Photoshop), Microsoft Office (Word, Excel, PowerPoint), Google Suite (Docs, Sheets, Slides), Canva