

LEXI JOY PERSONS

Minneapolis, Minnesota • 952.687.1026 • lexi.persons@gmail.com • lexijoypersons.com

EDUCATION

IOWA STATE UNIVERSITY

B.S Apparel Merchandising and Design
Minor: Entrepreneurial Studies
Magna Cum Laude

Ames, Iowa / 2015 - 2019

EXPERIENCE

CONTENT CREATION SPECIALIST | OAK SOCIAL CO.

Freelance / January 2023 - Present

- Prioritize consistent communication and collaboration with 10+ clients throughout the entire project management process.
- Analyze and identify current social, digital, and cultural trends that directly relate and apply to each client's following of over 200K+.
- Effectively manage and create social content, graphics, and copy for bloggers and influencers that adhere to their brand image and voice.
- Remain informed with specific platforms and systems including Instagram, Pinterest, LikeToKnow.It, Flodesk, and HoneyBook.

CREATIVE ASSOCIATE | PROFESSIONAL WARDROBE STYLIST

Freelance / October 2022 - Present

- Conceptualize brand strategy and complete rebrand for a client in the professional styling sector of the apparel industry.
- Create custom cross-platform graphics specific to the brand audience to increase recognition and awareness of company.
- Strategize client outreach, content creation, copywriting, social media management, and email marketing for an audience of 5,000+.
- Provide direct insights in website development, management, and maintenance to generate continued growth and success of company.

HOUSEHOLD MANAGER | PRIVATE HOUSEHOLD

Twin Cities, Minnesota / March 2020 - September 2022

- Instructed children in planned activities designed to promote social, emotional, and intellectual growth.
- Developed and delivered weekly calendars, events, and activities for day-to-day schedules to provide structure and stability.
- Prioritized daily functionality of home in running various errands, organizing, tidying, deep cleaning, and laundering garments.
- Supplied a productive and compassionate learning environment specific to individual needs ensuring scholastic development of children.

LEAD SALES REPRESENTATIVE | ABERCROMBIE & FITCH

Twin Cities, Minnesota / November 2016 - March 2020

- Coordinated and facilitated weekly marketing efforts to drive customer sales and meet daily revenue goals.
- Executed managerial duties while elevating customer in-store experience and remaining attentive to the store environment.
- Championed individual customer satisfaction by providing styling and outfitting recommendations and helping solve concerns creatively.
- Contributed to visual merchandising initiatives and maintained set presentation standards to support store shopability and functionality.

SOCIAL MEDIA MARKETING INTERN | PACSUN

Anaheim, California / June - September 2019

- Strategized and implemented social media strategies daily that adhered to the brand image and voice.
- Orchestrated the claimed and verified Pinterest account which increased traffic and monthly viewing from 831K to 5M.
- Recorded and examined social analytics on a weekly basis concerning audience engagement rates and performance of strategy.
- Oversaw Instagram, Twitter, Facebook, and Pinterest in content creation, copywriting, scheduling posts, and community engagement.

BUYING INTERN | GUESS? INC.

Los Angeles, California / June - August 2018

- Reviewed weekly sales performance and analyzed sales trends that reflected pricing and marketing strategies.
 - Observed and assisted in the summer 2019 buying process to guarantee the most strategic assortment decisions.
 - Partnered with cross-functional teams to meet company goals while executing the daily processes of the buying team.
 - Supervised and organized the sample closet for 2 departments and managed sample handoffs across multiple different teams.
-

SKILLS

- Adobe Suites
- Copywriting
- Content Creation
- Creative Direction
- Data Management
- Merchandising
- Sales
- Social Media Marketing
- Styling