LEXI JOY PERSONS

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EXPERIENCE

PERSONAL ASSISTANT | PRIVATE CLIENT — **Minneapolis, Minnesota | November 2025 – Present**

- Orchestrate daily business and personal operations for the president of a wellness company, ensuring coordination across all priorities.
- Manage a 1M+ digital presence by updating website content, organizing assets, and overseeing social media planning, copy, and posting.
- Deliver elevated and intuitive support through proactive need-forecasting, issue-resolution, and adaptability in a fast-paced environment.

TRENDSEND STYLIST | EVEREVE — **Hopkins, Minnesota | May 2023 – January 2025**

- Surpassed $40K in monthly sales with an average of $220 SPB (sales per box); recognized repeatedly for "Game Changer" performance.
- Styled over 200 clients monthly, curating personalized selections while offering expert styling advice through an internal digital platform.
- Partnered cross-functionally with tech, fulfillment, and marketing departments to troubleshoot issues and enhance customer experience.

CONTENT CREATION SPECIALIST | OAK SOCIAL CO. — **Freelance | January 2023 – January 2024**

- Developed 150+ creative assets across all social media platforms, improving audience engagement and contributing to client retention.
- Coordinated logistics and communications with 5+ influencers, guaranteeing smooth delivery of campaigns and meeting key deadlines.
- Researched digital and cultural trends to build content strategies for audiences of 200K+, aligning voice and visuals with brand messaging.

CREATIVE EXECUTIVE ASSISTANT | PROFESSIONAL WARDROBE STYLIST — **Freelance | October 2022 – October 2023**

- Provided strategic support to a high-profile wardrobe stylist, ensuring timely, efficient execution of all creative and operational initiatives.
- Enhanced client digital presence through comprehensive rebranding and targeted marketing efforts, driving brand growth and cohesion.
- Acted as a primary liaison between stylist and valued clients, delivering seamless communication and alignment across different projects.

HOUSEHOLD MANAGER | PRIVATE HOUSEHOLD — **Apple Valley, Minnesota | March 2020 – September 2022**

- Facilitated the daily tasks for the household with thoughtful problem-solving, executing functionality and a well-maintained environment.
- Pioneered and upheld a structured, organized environment by implementing efficient systems for household operations and scheduling.
- Delivered high-level, personalized service with empathy and reliability, building trusted relationships through consistent follow-through.

LEAD SALES REPRESENTATIVE | ABERCROMBIE & FITCH — **Bloomington, Minnesota | November 2016 – March 2020**

- Fostered strong team unity and led training programs to maintain consistent service standards that echoed the brand values and heart.
- Collaborated with store leadership to implement visual and operational strategies that elevated the in-store guest shopping experience.
- Served as a key point of contact for all customers, offering tailored service while resolving concerns to ensure satisfaction and retention.

SOCIAL MEDIA MARKETING INTERN | PACSUN — **Anaheim, California | June – September 2019**

- Boosted Pinterest growth from 831K to 5M monthly viewers through curated content strategies and leveraging user-generated content.
- Monitored multi-platform analytics to guide data-driven decision-making and improve campaign performance across all social channels.
- Strategized and executed daily social media campaigns across Instagram, Twitter, Facebook, and Pinterest, maintaining brand alignment.

BUYING INTERN | GUESS? INC. — **Los Angeles, California | June – August 2018**

- Oversaw the organization of 500+ product samples between teams, streamlining interdepartmental collaboration and product tracking.
- Maintained accuracy and efficiency in daily operations of the buying and planning teams, reinforcing the company goals and objectives.
- Conducted in-depth trend and sales analysis reports to support merchandise buying decisions for the upcoming seasonal buying process.

EDUCATION

IOWA STATE UNIVERSITY — **Ames, Iowa | 2019**

B.S. Apparel Merchandising and Design
Minor: Entrepreneurial Studies

SKILLS

- Analytics & Reporting
- Calendar & Task Management
- Client Relations & Support
- CRM & Data Management
- Cross-Team Collaboration
- Digital Content Strategy
- Email Marketing Operations
- Project Management
- Social Media Marketing