

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

CREATIVE ASSOCIATE | FREELANCE

Remote / October 2022 - Present

- Conceptualizing brand strategy and complete rebrand for a client in the professional styling sector of the apparel industry.
- Creating custom cross-platform graphics specific to the brand audience to increase recognition and awareness of company.
- Strategizing client outreach, content creation, copywriting, social media management, and email marketing for an audience of 5,000+.
- Providing 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.

WHOLESALE SHOWROOM INTERN | BUTIK

Los Angeles, California / May – August 2017

- Aided in jewelry production and manufacturing for the in-house jewelry line May Martin Fine.
 - Collaborated with buyers at market weeks and trade shows and properly executed order entry and management.
 - Supported functionality of the showroom in data entry, managing showroom orders, and retrieving and updating buyer information.
 - Created and updated merchandising displays for 12 different brands in the showroom with innovative presentation and organization.
-

SKILLS

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