

Alexis Feezel

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Summary

An energetic communications and marketing professional with robust experience organizing campaigns and crafting messages to reinforce brand, drive actions, and stay ahead of the progressive demands of marketing.

Experience

U.S. LawShield

Marketing Project Manager, Houston, Texas

04/2022 - Present

- Planned & managed multiple marketing campaigns at a time, including setting SMART goals, KPIs, and schedules.
- Collaborated with a team of writers, designers, and developers to produce high-quality assets with set deadlines.
- Reduced creative variance by 75% and maintained brand standard among assets and collateral with effective quality control methods.
- Established and maintained valuable relationships with teammates, clients, and other key stakeholders.

Lead Copywriter, Houston, Texas

11/2019 - 04/2022

- Planned, created, and implemented various types of content to meet SEO needs.
- Increased email & social media conversions by 10% in first year, while managing performance to continue the rate of improvement.
- Created 3 successful processes to enhance UX, increasing customer retention by 10%.
- Conceptualized and created all advertising and marketing copy for company campaigns and promotional efforts.

Hydralief

Communications & Marketing Intern, Stafford, Texas

09/2018 - 03/2019

- Grew and maintained a social media growth increase of 60% over 6 months.
- Conceptualized 6 creative social media and 3 unique blog posts weekly.
- Developed investor presentations, publications, and press kits to secure resources and funding totaling \$200,000.
- Designed and managed a Kickstarter crowdfunding campaign for new brand launch totaling \$100,000.

CHI St. Joseph Health Care

Lead Dietetic Assistant, Bryan, Texas

03/2016 - 12/2017

- Designed 4 new training manuals for new hires and 2 refresher-courses for current employees to reduce process errors and enhance accuracy.
 - Reduced administrative duties for dietary professionals corresponding to a daily average of 150 patients to help enhance the doctor-patient care provided.
 - Coached and guided a team of 5 into maintaining minimal-err status in a high-stakes industry.
 - Demonstrated autonomy and compassion to placate distraught patients in a sensitive environment.
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Skills

SEO, Social Media Marketing, Campaign Planning & Management, Microsoft Office, Crisis Management, Research & Data Interpretation, Project Leadership & Management, Salesforce, Systems Integration, Shopify, HubSpot, SEMRush, Brand Management, Effective Communications, Digital Writing & Editing

Education

Public Relations; Sociology

University of Houston, Houston, Texas

08/2019

- Graduated magna cum laude.
- Held an office position in the Public Relation Student Society of America.