

# Alexis Angermueller

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## SKILLS

**Media:** Adobe Express, Photoshop, Illustrator, InDesign, Canva, WordPress, Instagram, Wix, ChatGPT, Meta Ads

**Computer:** Microsoft Excel, Microsoft Word, Google Suite, Edraw, Google Analytics, Tableau

**Languages:** Intermediate French

## EDUCATION

**Elon University**, Elon, NC

May 2025

*Bachelor of Arts:* Strategic Communications

GPA: 3.66

*Minors:* Psychology and Entrepreneurship

*Relevant Coursework:* Strategic Writing, Creating Multimedia Content, Corporate Publishing, Public Relations/Civic Responsibility, Brand Identity, Strategic Campaigns, Industrial & Organizational Psychology, Entrepreneurial Finance, Tech Tools for Innovation

*Honors/Activities:* Dean's List 2021-2025, Psi Chi National Honor Society 2022, President's List 2023, Kappa Delta, Oak Originals

## MARKETING & DIGITAL EXPERIENCE

**Wight & Co. Distillers**

**Westerly, RI**

*Brand Ambassador*

June 2025 - Present

- Create and manage planning social media content calendar to promote company products and events
- Develop and design Instagram posts and reels that promote engagement and brand recognition
- Research and collaborate with over 100 retailers and influencers for marketing and branding initiatives

**The Edge Magazine (Elon University Lifestyle Magazine)**

**Elon, NC**

*Editor-in-Chief*

January 2024 - January 2025

- Elected Editor-in-Chief in Fall 2023, leading a team of 55-65 members, overseeing content strategy, digital marketing, and online & print publications
- Managed cross-functional collaborations with graphic designers, photographers, content writers, and data analysts to enhance storytelling and engagement, including our bi-annual print issues and online content calendar
- Managed and allocated a budget of \$3,000 for bi-annual print publications and online website with Director of Finance

**Three Islands**

**Watch Hill, RI**

*Retail Associate/Supplier*

July 2019 - Present

- Provide in-store customer experience that aligns with retail marketing strategies
- Assist with social media research and influencer outreach to increase brand visibility
- Stock and sold clothing, footwear, and jewelry, including pieces from AKA Styles

**Phoenix Fashion Magazine (Elon University Fashion Magazine)**

**Elon, NC**

*Branding Specialist*

February 2025 - May 2025

- Brainstormed brand strategy initiatives to expand consumer awareness and online presence to student and local organizations
- Collaborated with editor-in-chief, graphic designers, and fashion journalists to finalize and publish monthly print issues and daily online publications
- Developed Phoenix Fashion's website design and digital marketing efforts to increase student engagement by 30%

**Data Nexus (Elon University Center for Data Literacy)**

**Elon, NC**

*Student Assistant (Event management & Communications)*

February 2024 - May 2025

- First student hired to build and grow campus organization, creating standard operating procedures and onboarding processes
- Created and managed social media campaigns to promote organization events and resources to Elon University student body
- Researched and collaborated with on-campus and local organizations for marketing initiatives, including an advertising & data analytics event with Elon student PR agency, which had 20+ attendees
- Developed and designed multimedia graphics, including flyers, digital signage, logos, merchandise, and Instagram posts

**AKA Styles (Jewelry & Art Brand)**

**Multiple Locations**

*Owner/Designer*

January 2021 - Present

- Launched a small DTC fashion brand of my designs, generating hundreds of sales in retail stores based in Rhode Island and South Carolina, in addition to pop-ups in North Carolina as a featured Elon Oak Originals vendor
- Built an organic social media presence that engages customers through digital storytelling about hand-crafted products