

Alexis Angermueller

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PROFESSIONAL SUMMARY

Recent Strategic Communications graduate with experience in digital marketing, brand development, and social media strategy. Proven ability to lead content teams, build brand awareness, and drive engagement through multimedia campaigns. Entrepreneurial experience launching and marketing a consumer brand.

MARKETING & DIGITAL EXPERIENCE

Wight & Co. Distillers

Westerly, RI

Brand Ambassador

June - October 2025

- Managed planning social media content calendar promoting product launches and customer engagement initiatives
- Created Instagram posts and reels that boosted engagement by 60% and expanded follower base
- Researched and collaborated with 100+ retailers and influencers to support marketing and branding promotion

The Edge Magazine (Elon University Lifestyle Magazine)

Elon, NC

Editor-in-Chief

January 2024 - January 2025

- Elected Editor-in-Chief to lead 65-member editorial, design, and digital media team producing online & print publications
- Directed content strategy, digital storytelling, and audience engagement across bi-annual print issues and online platforms
- Coordinated cross-functional collaborations between writers, photographers, designers, stylists, and analytics team
- Managed and allocated a \$3,000 publication budget alongside the Director of Finance and executive team

Phoenix Fashion Magazine (Elon University Fashion Magazine)

Elon, NC

Branding Specialist

February 2025 - May 2025

- Contributed to brand strategy initiatives aimed at expanding awareness among student and local organizations
- Collaborated with editorial and design teams to produce monthly print issues and daily digital content
- Proposed and redesigned Phoenix Fashion's website and digital marketing strategies, increasing student engagement by 30%

Data Nexus (Elon University Center for Data Literacy)

Elon, NC

Student Assistant - Communications & Event Marketing

February 2024 - May 2025

- Selected as first student employee to help launch and grow new campus organization on data literacy and analytics education
- Developed social media campaigns promoting workshops and campus events, increasing follower count by 80%
- Designed multimedia graphics including flyers, digital signage, logos, merchandise, and social media content
- Coordinated marketing outreach for campus collaborations, including events with Live Oaks and Elon Sustainability

AKA Styles (Jewelry & Art Brand)

Online

Owner/Designer

January 2021 - Present

- Founded and launched a direct-to-consumer fashion brand featuring original designs
- Generated hundreds of retail and online sales across Rhode Island, North Carolina and South Carolina
- Built organic social media presence promoting products through digital storytelling and brand engagement
- Sold products through retail boutiques and pop-up events, including Elon University's Oak Originals vendor program

Three Islands

Watch Hill, RI

Retail Associate/Supplier

July 2019 - October 2025

- Delivered customer experiences aligned with brand and retail merchandising strategies
- Assisted with social media research and influencer outreach to increase brand visibility

EDUCATION

Elon University, Elon, NC

May 2025

Bachelor of Arts: Strategic Communications

GPA: 3.67

Minors: Psychology and Entrepreneurship

Relevant Coursework: Strategic Writing | Corporate Publishing | Brand Identity | Media Law & Ethics | Strategic Campaigns | Industrial & Organizational Psychology | Entrepreneurial Finance | Tech Tools for Innovation | Bringing your Venture to Life

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

SKILLS

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

Software: Microsoft Excel, Microsoft Word, Google Suite, Edraw, Google Analytics, Tableau, HubSpot