

ALEXIS SMITH

EDUCATION

Bachelor of Arts – Social Computing Informatics

The University of Michigan

Ann Arbor, MI

June 2008 – April 2012

Relevant Coursework

- Design and Analysis of eCommunities
- Analysis of Online Systems and Services
- Recommender and Reputation Systems
- The Internet as Popular Culture
- Social Psychology

SKILLS

- Digital Media Marketing Strategy
- Social Engagement Tools (Oracle, Buffer)
- Strong Writing Skills (Copy, Blogging)
- Content Design and Curation
- Search Engine Optimization
- Google Adwords Certified
- Social Media Advertising
- Customer Relationship Management
- Online Community Moderation
- Working knowledge of HTML and CSS
- Basic Programming (Java, Python)
- Microsoft Office Suite

ACTIVITIES

- Create and curate content for self-esteem/anti-bullying Tumblr blog with 3100+ followers
- Contribute to weekly #AdweekChat on Twitter
- Learning Google Analytics

CONTACT

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WORK EXPERIENCE

Social Media Customer Relationship Specialist

General Motors (Contract)

Detroit, MI

February 2015 – Present

- Engage with customers globally via social media on behalf of General Motors, Chevrolet, Buick, GMC, and Cadillac
- Generate personalized content that promotes brand loyalty and have led to 130+ test drives and 14+ vehicle sales
- Contribute to brand social campaign activations, including #BestDayEver and the 2016 Super Bowl
- Improve agency-client relations between General Motors and its contracted public relations firms
- Nominated for Mark of Customer Excellent Award for Twitter engagement with an influencer

Front Desk/Night Audit Supervisor and Social Media Voice

The Dahlmann Campus Inn

Ann Arbor, MI

September 2012 – February 2015

- Led my team through challenging, high-pressure situations assisting a vastly diverse clientele
- Represented the company through its Facebook, Twitter, and Pinterest accounts
- Boosted social media traffic and increased online network by over 30 percent
- Implemented the first Campus Inn Facebook Photo Contest
- Won the February 2013 Employee of the Month Award and other accolades for demonstrating superb customer service

School of Information Research Assistant

The University of Michigan

Ann Arbor, MI

May 2011 – August 2011

- Coordinated upcoming research on social media and incentive-centered design
- Developed website (using Drupal) for recently published e-book on social design