

LEXI HERRICK

Writer. Online Marketer. Designer. Social Media Specialist. Student.

OBJECTIVE

I'm a young professional actively and vigorously seeking to immerse myself in the spectacular field of cutting-edge marketing and digital campaigning. I have been working in the field since I was 17 and fall in love with it every day. I believe writing to be a vital outlet for human beings to share their experiences with one another, and it has brought remarkable connections to my life. I have a wide range of skills and experience working on unique and robust campaigns. I aspire to expand my skills, build upon my knowledge and take the next step in my professional career.

EXPERIENCE

TE CONNECTIVITY, GLOBAL CORPORATION

Social Media Co-op, Search Marketing Co-op,
Corporate Marketing Co-op
May 2013 - Present

- Social Media Marketing/Measurement
- Search Marketing/Google Analytics
- Lead Generation and B2B Sales Relationships
- Marketing and Communications
- Brand Development
- Asset Management
- Graphic Design

HUFFINGTON POST/ RAVISHLY/ ELITE DAILY/

Active Blogger, Contributor
May 2014 - Present

- HuffPost Women
- HuffPost Healthy Living
- HuffPost Education
- Ravishly
- Elite Daily
- A-Plus

UNIVERSITY STUDENT MEDIA

Elizabethtown College and Shippensburg University

- The Slate Social Media and Branding
- Etownian Staff Writer
- ECTV News Anchor

SERENDIPITY AND CREATIVITY

Founder

January 2014 - Present

- Web Design
- Content Creation
- Paid Promotions
- Marketing
- Writing

ELIZABETHTOWN COLLEGE OFFICE OF STUDENT ACTIVITIES

Electronic Publicity in Social Media and Video
Media

August 2012 - March 2014

- Video Production
- Social Media Management
- Digital Media

YMCA

Marketing and Communications Intern,

August 2011 - June 2012

- Marketing
- Non-profits
- Video Production
- Graphic Design
- Fundraising Campaigns

EDUCATION

SHIPPENSBURG UNIVERSITY

Communications and Journalism
Public Relations Concentration
August 2014- December 2015

ELIZABETHTOWN COLLEGE

Corporate Communications
August 2012 - May 2014

HANOVER SENIOR HIGH SCHOOL

High School Diploma
August 2008 - June 2012

WORK SAMPLES

BLOG LINK

www.SerendipityAndCreativity.com

AUTHOR PAGES

huffingtonpost.com/lexi-herrick
elitedaily.com/author/lherrick

aplus.com/u/lexiherrick
distractify.com/author/alexis-herrick

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