

ALEXIS GRAHAM

321 Asa Rose Ln | Lexington, SC | 815-735-4881 | alexismgraham317@gmail.com | alexismgraham.com

SKILLS

Copywriting: SEO-friendly blog posts, email campaigns, video scripts, ads, websites, social, newsletters, sales literature, point-of-purchase, signage

Software & Platforms: Google Ads, Social Advertising (Facebook, Instagram, LinkedIn, YouTube), Microsoft Suite, Mailchimp, WordPress, GA4, Constant Contact/SharpSpring, Sprout, BrightLocal, MOZ, Google Tag Manager, Google Local Search, Canva, Ahrefs, CoSchedule, Wix, Squarespace, Unbounce

Account & Campaign Management

Event & Tradeshow Coordination

EXPERIENCE

Freelance, Contracted Content Manager/Copywriter

True Catalyst Agency | Columbia, SC (REMOTE)

July 2024-present

-Under this agency's umbrella, I have audited websites and social media to determine the overall digital health for clients. I write compelling, SEO-friendly copy for website pages and blogs with a heavy emphasis on keyword research and using SEO best practices. I also develop engaging content for social media.

-I have worked on projects for clients in these industries: real estate, law firms, wealth management.

Marketing Specialist

Splash Omnimedia | Lexington, SC

February 2024-May 2024

-While working for this agency, I wrote SEO-friendly copy for blog posts and websites, results-driven email campaigns, engaging social posts, worked directly with web development and video production teams, led client and agency team meetings, managed Google Ads and local search campaigns.

-I worked on projects for clients in these industries: law firms, roofing, plumbing, HVAC & HVAC distribution, pharmacy.

Freelance, Contracted Content Manager/Copywriter

Social Light | Silver Springs, MD (REMOTE)

September 2022-February 2024

-Under this agency's umbrella, I wrote SEO-friendly copy for blog posts and websites, results-driven email campaigns, engaging social posts, scripts for promotional and how-to videos, managed Google Ads campaigns.

-I transitioned all clients to GA4 platform from UA and have performed optimization/keyword research for new clients.

-I worked on projects for clients in these industries: cinema, HR/finance consulting, software sales consulting, options trading services, utilities cybersecurity/management, education, translation services, public speaking, fundraising consulting.

Career Pause/Mama, Mommy, Mom

All the Time | Everywhere

February 2018-September 2022

-After welcoming my third child, I took some time to pause from work.

-During this time, I successfully kept 3 young children alive, toilet-trained each one of them; taught them basic skills, such as: how to read, how to hold a spoon and how to be decent human beings.

Co-owner, President

Chicagoland Mobility Services, Ltd | Frankfort, IL

April 2015-February 2018

-I was the co-owner of a small, family-owned wheelchair-accessible van rental business. I managed reservations and took care of daily administrative tasks and bookkeeping.

-I was responsible for marketing initiatives, including content and direction for a new website, writing and sending out email campaigns, coordinating coupon mailers, organizing tradeshow attendance, managing social media, managing Google/social ads, and developing a new brochure.

-I worked to acquire new business, specifically with a well-known ride-sharing company, including being the key contact for the client and preparing business planning documents to obtain funding for the project.

Account Manager, Lead Copywriter

Lalich Resources, Inc. | Grant Park, IL

October 2011-April 2015

-I interacted with clients and provided marketing plans/budgets for well-known B2B food/ingredients companies and consumer brands.

- I was assigned as the lead copywriter, and wrote copy for: press releases, magazine editorials, blog posts, websites, brochures and ad copy.
- I was responsible for organizing and overseeing complex advertising campaigns across all media, including print, digital and social.
- I helped brainstorm creative concepts for ads, worked closely with graphic designers to oversee completion of ad creative and completed simple design work as needed.
- I acted as an art director for photo shoots and worked with film/voiceover professionals for video content.
- I helped to plan corporate presentations, events and tradeshow for clients, and organized promotional materials.

Promotions Intern

WXRT FM | Chicago, IL

April-August 2010

I assisted staff with in-office support, organized promotional materials, worked promotional events, responded to fans, helped with contests.

EDUCATION

Lifelong Learning: Photoshop, InDesign, Web

Joliet Junior College | Joliet, IL

Fall 2012

BA, Communications with focus in Journalism/PR/Advertising, Minor in Marketing

University of St. Francis | Joliet, IL

May 2011

CERTIFICATIONS

Digital Marketing Mastery Certificate

DigitalMarketer

April 2024

Local SEO Certificate

MOZ

January 2024

SEO Copywriting Certificate

Yoast

June 2019

Social Marketing Certification

Hootsuite Training

May 2019

MEMBERSHIPS

BNI

South Carolina Midlands – Rock Stars Chapter

July 2024

REFERENCES

Susan Burns, Certified Chef

Known 12 Years, Former boss/Former owner of Lalich Resources

Best contact: (815) 263-3181

Stefanie Campbell, @Properties

Known 12 Years, Former colleague at Lalich Resources

Best contact: (815) 997-0177

Staci Howe, Fuchs Lubricants Co.

Known 10 Years, Former colleague at Lalich Resources

Best contact: (708) 209-0302

Kathy Shone, ATPCO

Known 10 Years, Former colleague at Lalich Resources

Best contact: (708) 323-5882

Courtney Sobon, Binny's Beverage Depot

Sister/Formerly Co-Owned Company with

Best contact: (815) 260-4626