

# ALEXIS ALLARIA

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Permanent Address  
3376 Garvey Lane  
Edwardsville, IL 62025

Current Address  
202 E. White Street APT 33  
Champaign, IL 61820

## EDUCATION

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**University of Illinois Urbana-Champaign – Gies College of Business**

**Expected Graduation: May 2025**

*Bachelor of Science in Marketing and Information Systems*

*GPA: 3.89/4.00*

## PROFESSIONAL EXPERIENCE

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**Integrated Bioprocessing Research Laboratory**

**Urbana, IL**

*Business Office Intern*

*February 2024 - Present*

- Upheld brand consistency by maintaining company WordPress pages and editing promotional materials for various educational events
- Mentored two junior interns, creating a comprehensive training guide to standardize the position and reduce required oversight from senior team members

**Bedloft.com**

**Champaign, IL**

*Marketing and Customer Experience Intern*

*June 2024 – August 2024*

- Updated marketing plans for over 30 nationwide university clients, customizing them based on student population size, location, product offering, and available company resources
- Created a social media presence for a new product offering, generating engaging social media content and persuasive copy to build awareness and drive website traffic

**Sophia M. Sachs Butterfly House**

**Remote**

*Social Media Intern*

*May 2024 – August 2024*

- Developed a social media posting schedule for a small-staff company with Sprout Social, allowing each department to make a post every other week and evenly distribute the social media workload
- Executed a social media campaign to educate followers on the life cycle of a butterfly, resulting in an 11% increase in overall engagements from the previous week

## LEADERSHIP AND INVOLVEMENT

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**Letters of Love**

**Champaign, IL**

*Vice President of Community Relations*

*October 2023 – Present*

- Managed the launch of Instagram and Facebook platforms during the club's founding, creating and posting engaging content that has boosted the club's online presence to over 500 followers in less than a year
- Designed a cohesive social media brand kit with Canva to create stronger marketing campaigns and advertisements, improving the consistency and overall appearance of the club's page

## RELEVANT COURSEWORK

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**BUS 301 – Business in Action**

**Champaign, IL**

*Project Team Member*

*August 2023 – December 2023*

- Effectively processed market research survey data to provide recommendations for refining our client's B2C marketing strategy

## SKILLS

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**Content Creation:** Canva • Meta Business Suite • Copywriting | **Website Editing:** WordPress • Squarespace | **Software:** Microsoft Office • SQL • Python • Google Analytics | **Other Skills:** Customer Service • Time Management • Teamwork