

ALLIE WICKS

I'm a curious and empathetic marketing strategist, designer, and artist who places an emphasis on consumer-centricity in every facet of my work. My deep-seated belief in the power of consumer empathy drives me to transform insights into initiatives that not only engage but authentic connect with audiences. Top agency experience in both research and design, for Webby and Digiday award winning activations, enables me to follow projects end-to-end, ensuring every step is cohesive and meaningful to clients and consumers alike.

MARKETING EXPERIENCE

Weber Shandwick, San Francisco, Cal. and Seattle, Wash.

Strategy Team, Design Team, and Risk Team Intern, June 2022- September 2022

- Worked with Sony, AirBnB, RX Bar, and other industry leaders to conceptualize and apply earned marketing strategies.
- Researched competitor marketing campaigns, completed social media analysis, and compiled qualitative data to guide client brand decisions for companies such as Robinhood and Committee for Children.
- Analyzed digital footprint of social media influencers to determine potential brand risk for multiple Kellogg's accounts.
- Created visual content and mock-ups to demonstrate social media campaign missions.

Weber Shandwick, San Francisco, Cal. and Seattle, Wash.

Strategy Team and Design Team Intern, June 2021- September 2021

- Worked with Sony, AirBnB, and other industry leaders to conceptualize and apply earned marketing strategies.
- Researched competitor marketing campaigns, completed social media analysis, and compiled qualitative data to guide client brand decisions for companies such as the Kaiser Foundation and Riot Games.

RELATED EXPERIENCE

Art Studio Assistant for Micheal Rakowitz, Chicago, Ill.

Lead Sculpting Assistant, Research Assistant, June 2023-Present

- Credited contributor to exhibitions in five international galleries and museums.
- Collaborated directly with esteemed artist to conceive and construct intricate sculptures utilizing found materials, incorporating cultural research and adhering to tight project timelines.
- Facilitated the coordination and oversight of artwork transportation and installation.
- Observed and closely followed networking and business operations while actively contributing to the refinement of personal branding strategies.

STITCH Fashion Magazine, Northwestern University, Ill.

Graphic Designer, March 2021-Present

- Leveraged design skills in Adobe suite to create magazine layouts, edits photos, design covers and produce animations.
- As lead visual editor curated imagery and presented to leadership team on a weekly basis.

Northwestern Bay Area Immersion Program, San Francisco, Cal.

Part-Time TikTok UX Designer, January 2023 - April 2023

- Specialized UI/UX design, media, and technology coursework.
- Designed and presented actionable frameworks for optimizing influencer advertising and presented to TikTok's Advertising Team.
- Designed new interface features to create a more organic user experience with paid content.

Short-Form Documentary: "See it to Believe It," Northwestern University, Ill.

Director, January 2022-March 2022

- Created 15 minute team film project highlighting the effect of social media on the organization and impact of racial justice movements in Chicago.
- Responsible for managing team members, serving as POC and directing interviews, secondary research, and creating storyboard.
- Supported editor with graphic design contributions.

CONTACT

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Portfolio

<https://www.alliewickspportfolio.com/>

LinkedIn

www.linkedin.com/in/alliewicks

EDUCATION

Northwestern University, Evanston, IL.

Medill School of Journalism, Media, Integrated Marketing Communications
Bachelor of Science
Anticipated June 2024

Minor in Art Theory & Practice
Integrated Marketing & Communication Certificate
Segal Design Certificate
Cumulative GPA: 3.8/4

School of the Art Institute of Chicago,

Chicago, Illinois.
Summer Residency, Advanced Immersive Sculpture, 2019

SKILLS

Strategy

- Market Research
- Cision
- Influencer Risk Analysis
- Brand Positioning
- Demographic Segmentation
- Journey Mapping

Design

- Adobe Suite
- Figma
- Video Editing
- Microsoft PowerPoint