

# ALLIE WICKS

I'm a curious and empathetic marketing strategist and designer who places an emphasis on consumer-centricity in every facet of my work.

## MARKETING EXPERIENCE

**SRW Agency**, Chicago, Ill.

**Strategy Analyst**, January 2024- April 2024

- Conceptualized pitches for social media activations, wrote social copy, and compiled media lists for health and wellness brands.
- Optimized client social media channels through weekly competitor monitoring, introducing impression and engagement KPI's, and analyzing KPI success on a monthly basis.
- Combined trend and sentiment analysis, media outreach on Cision, and consumer segmentation to create digital marketing strategies.

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

**Strategy Team, Design Team, and Influence 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-September 2023

- Credited contributor to exhibitions in five international galleries and museums.
- Collaborated directly with esteemed artist to construct intricate sculptures utilizing found materials, and cultural research while adhering to tight project timelines.

**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

- Responsible for creating storyboard, writing script, directing interviews, and secondary research.
- Supported editor with graphic design contributions.

## CONTACT

**Phone**

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**Email**

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**Portfolio**

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

**LinkedIn**

[www.linkedin.com/in/alliewicks](https://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