

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.

EXPERIENCE

Strategy Analyst, January 2024- Present

SRW Agency, Chicago, Ill.

- Independently redesigned (Figma) and deployed landing page based on user engagement and interaction data, increasing click-through rates for a \$1.8B frozen foods delivery company.
- 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.

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

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

- Created visual content and mock-ups to demonstrate social media campaign missions.
- Worked with Sony, AirBnB, RX Bar, and other industry leaders to conceptualize and execute earned marketing strategies.
- Wrote social copy across multiple channels for consumer brands including Enhabit and AirBnb.
- Analyzed digital footprint of social media influencers to determine potential brand risk for multiple Kellogg's accounts.

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

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

- Created visual content and mock-ups to demonstrate social media campaign missions.
- Worked with Sony, AirBnB, and other industry leaders to conceptualize and apply earned marketing strategies.
- Researched competitor marketing campaigns, and compiled qualitative data to guide client brand decisions for companies such as the Kaiser Foundation and Riot Games.

RELATED EXPERIENCE

Lead Sculpting Assistant, Research Assistant, June 2023-January 2024

Micheal Rakowitz Art Studio, Chicago, Ill.

- 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.

Lead Graphic Designer, March 2021-Present

STITCH Fashion Magazine, Northwestern University, Evanston, Ill.

- 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.

Part-Time UI/UX Designer, April 2023-June 2023

DoorDash, Northwestern University, Evanston, Ill.

- Conducted human-centered design research on user satisfaction with the current VIP program, to develop a tiered loyalty program that increases user engagement and order frequency.
- On Figma, designed an interface that integrated loyalty program and present to PM.
- DoorDash implemented both the proposed user experience design and the interface design features directly into their live app.

Part-Time UI/UX Designer, January 2023 - April 2023

TikTok, San Francisco, Cal.

- Designed new interface features on Figma for more organic user experience with paid content and presented to TikTok's Advertising Team.
- Human centered research on AI integrated, cross-platform, and voice led devices.
- Oversaw both iterative testing and interface design, facilitating communication across design and research teams.

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

- Primary Research
- Cision
- Digital Strategy
- Media Lists
- Brand Positioning
- Demographic Segmentation
- Journey Mapping
- Media Monitoring
- Data Visualization

Design

- Adobe Suite
- Figma
- Video Editing
- Microsoft PowerPoint