

ALLIE WICKS

In a fast-paced, oversaturated digital market, I combine my background in marketing strategy, data analysis, journalism, and UI/UX design to uncover unconventional ways to drive value for customers and Fortune 500 companies alike.

Education

<b>NORTHWESTERN UNIVERSITY</b> <i>Masters in Integrated Marketing &amp; Communication</i> Brand Strategy, Media Strategy, Consumer Insight Analytics	Evanston, IL Anticipated August 2025
<b>NORTHWESTERN UNIVERSITY</b> <i>Bachelor of Science in Journalism</i> Certificate Integrated Marketing & Communication, and Certificate UI/UX Design UI/UX Program in San Francisco, Cal. GPA: 3.8/4, Dean's List 2021-2024	Evanston, IL 2020-2024
<b>SCHOOL OF THE ART INSTITUTE OF CHICAGO</b> <i>Summer Residency in Advanced Immersive Sculpture</i>	Chicago, IL 2019

Experience

<b>SRW AGENCY</b> <i>Project Manager, Strategy Analyst</i>	Chicago, IL January 2024 - July 2024
<ul style="list-style-type: none"><li>As PM, helped \$1.8B frozen delivery company grow conversion by leading redesign, data analysis with R, and deployment of landing page that increased CTR by 50%.</li><li>Surpassed Tovala's KPIs for four consecutive months by analyzing social performance on Sprout Social, scheduling, and creating content.</li><li>Expanded SafeCatch's TAM by leveraging customer profiling and trend forecasting to inform a brand and messaging overhaul, resulting in the successful acquisition of new customers.</li></ul>	
<b>WEBER SHANDWICK</b> <i>Strategy Team, Design Team, and Influence Team Intern</i>	San Francisco, CA and Seattle, WA June 2022 - September 2022
<ul style="list-style-type: none"><li>Informed SONY and Robinhood of social KPI progress through weekly client-facing updates on media audits.</li><li>Strengthened Enhabit's digital presence by designing mock-ups and writing social copy across multiple channels.</li><li>Reduced risk for multiple Kellogg's accounts by auditing and selecting influencers for digital campaigns.</li><li>Achieved strong EMV and SOV for AirBnb, RXBAR, and Columbia through execution of earned marketing campaigns.</li></ul>	
<b>WEBER SHANDWICK</b> <i>Strategy Team and Design Team Intern</i>	San Francisco, CA and Seattle, WA June 2021 - September 2021
<ul style="list-style-type: none"><li>Contributed to Airbnb's Webby Award win by designing and executing the "Only On Airbnb" earned media activation with a 6-person team.</li><li>Reduced risk for ROCKWOOL, using qualitative and quantitative analyses to provide strategic recommendations for factory placement.</li></ul>	

Related Experience

<b>STITCH FASHION MAGAZINE</b> <i>Lead Graphic Designer</i>	Northwestern University, Evanston, IL March 2021 - June 2024
<ul style="list-style-type: none"><li>Boosted print sales by 25% by providing strategic feedback to design team and coordinating weekly leadership meetings.</li><li>Utilized Adobe Suite expertise to design print layouts, edit photos, create covers, and produce animations.</li></ul>	
<b>MICHAEL RAKOWITZ ART STUDIO</b> <i>Lead Sculpting Assistant, Research Assistant</i>	Chicago, IL June 2023 - January 2024
<ul style="list-style-type: none"><li>Installed international exhibition within a 6-day timeframe, managing 40+ museum staff and contractors.</li><li>Credited sculptural contributor to exhibitions in five international galleries and museums.</li></ul>	
<b>DOORDASH SPONSORED PROJECT</b> <i>UI/UX Designer, Team Lead</i>	Northwestern University, Evanston, IL April 2023 - June 2023
<ul style="list-style-type: none"><li>DoorDash implemented the proposed loyalty system and designs directly into the live platform.</li><li>Developed a tiered loyalty program and interface that boosted user engagement and order frequency by conducting and analyzing human-centered research on satisfaction with existing VIP programs.</li><li>Served as primary Point of Contact for all client inquiries, effectively managing communication channels and ensuring resolution of issues.</li></ul>	
<b>TIKTOK SPONSORED PROJECT</b> <i>UI/UX Designer, Team Lead</i>	San Francisco, CA January 2023 - April 2023
<ul style="list-style-type: none"><li>Enabled TikTok to enhance the organic user experience with paid content by designing and proposing a RAG AI interface extension.</li><li>Led Research and Interface Design teams, ensuring seamless communication between both groups.</li><li>Executed user research and AB testing on AI integrated, cross-platform, and voice led devices.</li></ul>	

Skills

**DESIGN:** Adobe Suite, Figma, Journey Mapping, Rapid Prototyping.  
**RESEARCH:** R, SQL, Tableau, Excel, Data Visualization.  
**STRATEGY:** Brand Positioning, Trend Forecasting, GTM Strategy, Multi-Channel Activations.  
**COMMUNICATION:** Pitching, Client Relations, Copywriting, Journalism.