

# ALLIE WICKS

[alliewicks2024@u.northwestern.edu](mailto:alliewicks2024@u.northwestern.edu)

(224)-645-8696

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

## Education

### NORTHWESTERN UNIVERSITY

*Masters in Integrated Marketing & Communication*

Brand Strategy, Media Strategy, Consumer Insight Analytics

GPA: 3.9/4

Evanston, IL  
Anticipated August 2025

### NORTHWESTERN UNIVERSITY

*Bachelor of Science in Journalism*

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

### SCHOOL OF THE ART INSTITUTE OF CHICAGO

*Summer Residency in Advanced Immersive Sculpture*

Chicago, IL  
2019

## Experience

### SRW AGENCY

*Product Manager, Strategy Analyst*

Chicago, IL  
January 2024 - July 2024

- Increased landing page CTR 50% for \$1.8B frozen delivery brand by leading Figma redesign based on R-driven user journey analysis.
- Exceeded Tovola performance goals for 4 straight months by optimizing social strategy via Sprout Social analytics and content execution.
- Expanded SafeCatch's TAM by applying trend forecasting and customer profiling to inform a brand refresh and messaging overhaul.

### WEBER SHANDWICK

*Strategy Team, Design Team, and Influence Team Intern*

San Francisco, CA and Seattle, WA  
June 2022 - September 2022

- Delivered weekly cross-functional reporting on social KPIs and media audit insights for clients including SONY and Robinhood.
- Strengthened Enhabit's digital experience by designing UI mockups and copywriting platform-specific social content.
- Conducted influencer audits and campaign vetting to mitigate risk for Kellogg's brand activations.
- Supported high performing earned media campaigns for Airbnb, RXBAR, and Kaiser Permanente, contributing to elevated EMV and SOV.

### WEBER SHANDWICK

*Strategy Team and Design Team Intern*

San Francisco, CA and Seattle, WA  
June 2021 - September 2021

- Helped the "Only On Airbnb" campaign to a Webby Award win by co-developing earned media activations with a 6-person creative team.
- Provided research-driven siting strategy recommendations for ROCKWOOL using qualitative and quantitative analysis.

## Related Experience

### STITCH FASHION MAGAZINE

*Lead Graphic Designer*

Northwestern University, Evanston, IL  
March 2021 - June 2024

- Drove a 25% increase in print sales by mentoring junior designers and coordinating editorial layout improvements.
- Designed magazine covers, layouts, and animations using Adobe Suite for both print and digital channels.

### MICHAEL RAKOWITZ ART STUDIO

*Lead Sculpting Assistant, Research Assistant*

Chicago, IL  
June 2023 - January 2024

- Coordinated installation logistics for large-scale international exhibitions with teams of 40+ museum staff and contractors.
- Contributed sculptural work credited in five internationally recognized museums and galleries.

### DOORDASH SPONSORED PROJECT

*Product Manager, UI/UX Designer*

Northwestern University, Evanston, IL  
April 2023 - June 2023

- Designed and tested a loyalty program interface adopted by DoorDash, increasing engagement and repeat orders.
- Conducted user interviews and usability testing to inform UX flows, leading to tiered system adoption.
- Served as project lead and client liaison, ensuring smooth communication and delivery of design assets.

### TIKTOK SPONSORED PROJECT

*Product Manager, UI/UX Designer*

San Francisco, CA  
January 2023 - April 2023

- Led research and design teams to develop a RAG-based AI extension improving discovery between paid and organic TikTok content.
- Conducted A/B testing on AI integrated, cross-platform, and voice led devices, validating usability and relevance.
- Created Figma prototypes and orchestrated iteration cycles based on user behavior insights.
- Led Research and Interface Design teams, ensuring seamless communication between both groups.

## 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.