

ALLIE WICKS

In a fast-paced, oversaturated digital market, I strive to combine my experience in marketing strategy, interface design, and journalism, to give brands a voice that cuts through the noise.

Education

NORTHWESTERN UNIVERSITY

Masters in Integrated Marketing and Communication
Brand Strategy Sequence, Consumer Analytics Sequence

Evanston, IL
Anticipated September 2025

NORTHWESTERN UNIVERSITY

Bachelor of Science in Journalism

Minor in Art Theory & Practice, Certificate Integrated Marketing and 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

Strategy Analyst

Chicago, IL
January 2024 - July 2024

- Independently redesigned (Figma) and deployed landing page based on user interaction data, increasing click-through rates for a \$1.8B frozen foods delivery company.
- Optimized client social channels by monitoring competitors, setting new KPI targets, and analyzing performance monthly.
- Leveraged trend and sentiment analysis, media outreach, and consumer segmentation to create digital marketing strategies.

WEBER SHANDWICK

Strategy Team, Design Team, and Influence Team Intern

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

- Conceptualized and executed earned and paid marketing strategies for Sony, Airbnb, RXBar, and other industry leaders.
- Wrote social copy across multiple channels for consumer brands including Enhabit and Airbnb.
- Analyzed social media influencers' digital footprint to assess brand risk for multiple Kellogg's accounts.
- Managed weekly media monitoring and market research reports for multiple clients.

WEBER SHANDWICK

Strategy Team and Design Team Intern

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

- On 6-person team that designed and executed earned media activations for Webby-winning "Only On Airbnb" campaign.
- Created mock-ups to with Figma and Adobe Suite for social channels.
- Customer segmentation, profiling, and targeting for companies such as the Kaiser Foundation and Riot Games.

Related Experience

STITCH FASHION MAGAZINE

Lead Graphic Designer

Northwestern University, Evanston, IL
March 2021 - June 2024

- Leveraged design skills in Adobe suite to create magazine layouts, edit photos, design covers and produce animations.
- Provided critical feedback on team layouts and organized weekly meetings with other team leads.

MICHAEL RAKOWITZ ART STUDIO

Lead Sculpting Assistant, Research Assistant

Chicago, IL
June 2023 - January 2024

- Credited sculptural contributor to exhibitions in five international galleries and museums.
- Managed over 40 Baltic Contemporary Art Center Staff and contractors to install exhibition within a 6-day timeframe.

DOORDASH SPONSORED PROJECT

UI/UX Designer

Northwestern University, Evanston, IL
April 2023 - June 2023

- Loyalty system and interface features designs implemented directly into DoorDash's live platform.
- Conducted and analyzed human-centered research on user satisfaction with existing VIP programs.
- Designed Figma interface for a tiered loyalty program that increased user engagement and order frequency.

TIKTOK SPONSORED PROJECT

UI/UX Designer

Northwestern University, Evanston, IL
San Francisco, CA

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

Skills

RESEARCH: Excel, Sprout Social, Data Visualization, AB Testing.

DESIGN: Adobe Suite, Figma, Journey Mapping, Product Testing.

STRATEGY: Brand Positioning, Programmatic Advertising, Customer Profiling, Multi-Channel Activations.

COMMUNICATION: Pitching, Client Relations, Copywriting, Journalism.