

ALLIE WICKS

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Professional Summary

Marketing and Design professional with 3+ years in Product Management, UX and UI Design, Public Relations, and Brand Strategy. Experience across E-Commerce, Retail, Design, and Agency industries, with expertise in brand positioning, trend forecasting, go-to-market planning, and multi-channel activations. Strong design and prototyping abilities complemented by excellent communication skills in pitching, client management, copywriting, and research.

Education

NORTHWESTERN UNIVERSITY

Masters of Science in Integrated Marketing & Communications
GPA: 3.9

Evanston, IL
August 2025

NORTHWESTERN UNIVERSITY

Bachelor of Science in Journalism, Minor in Fine Arts, Minor in UI/UX Design
GPA: 3.8 | Dean's List

Evanston, IL
June 2024

Professional Experience

THRIFTBOOKS (E-Commerce / Retail)

Graduate Intern | Lifecycle Marketing

Chicago, IL
June 2025 – August 2025

- Identified a ~\$6M incremental revenue opportunity for the company's loyalty program ReadingRewards by modeling tier progression and average revenue per consumer growth
- Increased 63%+ loyalty program awareness and purchase intent by 70%+ through a qualitative and quantitative research study, leading survey design and implementation, interviews, and a Recency-Frequency-Monetary segmentation to uncover potential new design and features (badges, bundles, AI "Book Wizard")
- Delivered ReadingRewards' 1st redesigned user interface and lifecycle communications strategy to boost retention, reduce churn, and future-proof engagement against AI commerce disruption, validated through user testing
- Led team of 4 in the end-to-end design module and user testing for the company's revamped loyalty strategy, prototyping different user interface mockups for features and tier progression visualization

SRW AGENCY (Marketing Agency)

Product Manager

Chicago, IL
January 2024 - July 2024

- Led the website optimization project for a frozen food delivery brand and contributed to 6 additional projects for Good Culture, Tovala, Safe Catch, Primal Pet Foods, Enzymetica, and Fair Oaks Farms
- Increased landing page click-through rate by 50% for a \$1.8B frozen food delivery brand by leading Figma redesign based on R-driven user journey analysis
- Exceeded Tovala performance goals for 4 straight months by optimizing social strategy via Sprout Social analytics and content execution
- Expanded Safe Catch's total addressable market by 6% applying trend forecasting and customer profiling for a messaging overhaul

WEBER SHANDWICK (Public Relations Agency)

Strategy Intern

Seattle, WA
June 2022 - September 2022

- Delivered weekly reporting decks on social KPIs and media audit insights for client leadership teams including SONY and Robinhood
- Strengthened Enhabit's digital experience by designing user interface mockups and copywriting platform-specific social content
- Developed influencer risk assessments and vetted creator campaigns for Kellogg's, supporting brand safety in public communications
- Supported high-performing campaigns for Airbnb, RXBAR, and Kaiser Permanente, elevating earned media values and share of voice

WEBER SHANDWICK (Public Relations Agency)

Creative Intern

San Francisco, CA
June 2021 - September 2021

- Contributed on the "Only On Airbnb" campaign (Webby Award winner) by developing earned media activations with a 6-person team
- Curated and pitched targeted reporter lists for Committee for Children's, increasing earned coverage for the "Captain Compassion" campaign across mission-aligned outlets
- Conducted stakeholder research and factory site prospecting reports for ROCKWOOL, aligning internal objectives with brand messaging

Project Experience

STITCH FASHION MAGAZINE

Lead Graphic Designer

Evanston, IL
March 2021 - June 2024

- Drove a 25% increase in print sales by leading editorial layout and visual strategy to enhance narrative clarity and design consistency
- Designed magazine covers, layouts, and animations using Adobe Suite for both print and digital channels

MICHAEL RAKOWITZ ART STUDIO

Lead Sculpting 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

UI/UX Designer

Evanston, IL
March 2023 - June 2023

- Designed and tested a new loyalty program interface (Store Rewards) for DoorDash, aiming to increase engagement and order frequency
- Conducted user interviews and usability testing to inform user experience flows, leading to tiered system adoption

Skills

DESIGN: Adobe Photoshop, Illustrator, InDesign, XD, Premiere, Figma, Journey Mapping, Rapid Prototyping

RESEARCH: R, MySQL, Tableau, Microsoft Excel, Data Visualization, Survey Design, Interview Management