

ALEXIS M. MASINO

COMMUNICATIONS/MARKETING/MULTIMEDIA

PROFILE

Gained experience in Marketing Research, Sales, Graphic Design, Copywriting, Journalism, E-Commerce, Video Production/Editing and Visual Media Design. Superb ability to manage social media platforms and develop copy for all marketing/business related projects.

CONTACT

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SOCIAL MEDIA

www.leximalina.com

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EDUCATION

ST. NORBERT COLLEGE, De Pere, WI

Bachelor of Arts Communications/Mass Media

2018 - 2022

WORK EXPERIENCE

MARKETING INTERN

2021-2022

GRAEF, Milwaukee, WI

Architecture Design and Engineering Firm

- Ideation and creation of videos, graphics and copy for all social media platforms and GRAEF website using Adobe Photoshop, Illustrator and Canva
- Recorded and edited video content on Adobe Premiere Elements for Human Resource projects and company award submissions
- Created blog content for GRAEF award projects on company site
- Assisted Human Resource Department with company assignments including:
 - Developed company promotional videos with Avid Media Composer for social media platforms
 - Modified company policy documents using Microsoft Office
- Collaborated with and assisted project managers to develop architectural engineering project documents and presentations
- Implemented a new social media calendar on Excel to organize upcoming social content and events
- Supported Marketing department to establish new social media guidelines for all platforms

MULTIMEDIA INTERN

2019

Midland Video Productions, Brookfield, WI

Video Production company that develops media and video projects for national and global businesses/organizations.

- Assisted project managers with video production setup for internal and onsite location shoots:
 - Developed company promotional video with Avid Media Composer for social media platforms
 - Edited and proofed media for 3D Animation Demo for internal use
 - Researched information on new clients for video production purposes
 - Resourced stock photography and videos for various client projects
- Maintained social media accounts for internal company use and promotions:
 - Scripted original copy content for digital advertising on social media
 - Posted company projects and accomplishments on Facebook, Instagram and LinkedIn
 - Created, edited and uploaded YouTube videos to build social media presence

ALEXIS M. MASINO

COMMUNICATIONS/COPYWRITING/MEDIA



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SKILL

Administrative

Microsoft Office: Advanced
Word, PowerPoint
Excel, & Outlook

Design/ Media

Indesign Advanced
Premiere Elements Advanced
Final Cut Express Advanced
Photoshop Advanced
Adobe Acrobat Advanced
Avid Media Composer Basic

Technical Proficiency

Windows Advanced
Mac Advanced

LANGUAGES

English ■■■■■■

Spanish ■■■□□□

KEY COMPETENCIES

- Research
- Video Production
- Graphic Design
- Social Media Management
- Sales/Marketing
- Research & Fact-Checking
- Multimedia Reporting
- Copywriting
- Creative Writing
- Blog Writing
- Keyboard Skills
- Songwriting

MARKETING INTERN

2017-2018

Power Products, Menomonee Falls, WI

Consumer Products business that manufactures and distributes electrical products to professionals in Retail and Commercial industries.

- Assisted in Planogram execution for top retail clients:
 - Updated packaging and sku information on Oracle platform
 - Created mockup packaging for Ace Hardware and Lowes line reviews
 - Partnered with Warehouse Division to retrieve products and process orders
- Managed social media accounts for subsidiaries, Gardner Bender, Sperry Instruments and Bergen Industries:
 - Researched articles and reviews to publish on Facebook accounts
 - Enhanced Facebook layout through product placement and customer feedback
 - Posted company updates on product enhancements and developments
 - Developed and edited YouTube videos for electrical product demonstrations

E COMMERCE INTERN

2016

Gardner Bender, Menomonee Falls, WI

- Measured product packaging, art details for Amazon launch
- Verified proper dimensions and product skus for e-commerce initiative
- Managed clerical duties for marketing department such as answering phones and greeting clients
- Designed page/content layout for e-commerce launch on Amazon's vendor website
- Maintained electronic files for e-commerce sku inventory on Excel spreadsheets
- Liaison for Manager of E-Commerce of Business Development and Finance Departments

VOLUNTEER WORK

BAND COACH/AMBASSADOR

Girls' Rock Camp MKE, Milwaukee, WI

2019

- Provided guitar/bass instruction for campers ages 12-16 for all girls' music camp
- Assisted campers with songwriting, lyric development and song production
- Led campers in various activities such as merchandise creation, jam sessions and team building exercises
- Motivated and guided campers during impromptu and live performances

REFERENCES



JUSTYCE DIXON

Corporate Communications Leader

GRAEF

📍 Milwaukee, WI

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ANN GIVENS

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Generac Power Systems

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