

ALEXA DAVIS

EDUCATION

Miami University • Oxford, OH
Farmer School of Business
Major: Marketing
Minor: Interactive Media Studies
Expected Graduation: May 2020
Grade Point Average: 3.48/4.00
Dean's List Fall 2019

SKILLS

Software: MS Office Suite (*Advanced Excel skills*) • JMP
Graphic design: Adobe Illustrator • Canva
Marketing/CRM tools: Hubspot • Salesforce
Market research tools: Qualtrics • SPSS • SurveyMonkey
Analytics tools: Google Analytics (*certified*) • Adobe Analytics
Data manipulation: SQL developer • Javascript (*beginner*)
Amazon product research tools: JungleScout • Keepa

WORK EXPERIENCE

Merchandise Specialist • Flagship Retail Group • Eden Prairie, MN **Jun 2013 - Present**

- Develop and maintain eCommerce product listings for Amazon, Walmart, and eBay retail catalogs covering 3,900 products
- Create and manage 60+ advertising campaigns on Amazon Campaign Manager to maximize sales
- Assess multichannel product velocity and replenishment reports to place weekly product orders with manufacturers
- Conduct secondary market research to find, analyze, and select new products for online channel marketplaces
- Independently determine pricing, keywords, and placement for new products
- Leverage Excel to analyze aging inventory spreadsheets covering 2,000 SKU's and translate data into actionable business recommendations

Digital Marketing Intern • Thrivent Financial • Minneapolis, MN **Jun 2019 - Aug 2019**

- Formulated email campaigns by choosing relevant topics, writing copy, selecting images, and sending to 30,000+ users via HubSpot
- Constructed monthly social content calendars by writing copy, procuring images, linking posts to relevant and timely content on our website, and posting on all platforms at least 4 times/week using HubSpot to schedule future content
- Worked closely with marketing agency to assist with branding, social media, creative content, SEO, influencer, and paid media strategies
- Assisted in logistics, graphic design, paid advertisements, social media posts, and internal communication efforts for Thrivent's first ever Facebook Live event with over 50 attendees
- Managed fulfillment of monthly \$5,000 sweepstakes program with over 4,000 user entries by contacting each winner and leveraging Excel to clean, organize, and analyze user data

Poshmark Ambassador • Poshmark **Aug 2015 - Present**

- Independently market and sell gently-used clothing and accessories on Poshmark
- Achievements include 180+ sold items, 100,000+ followers, and top seller status on the platform
- Provide outstanding customer service with an average of 1 day shipping time and 4.9/5.0 star rating
- Mentor 190+ new Poshmark users by ushering in, welcoming, and educating these users as they become part of the community

CAMPUS INVOLVEMENT

Miami University Client Cases • Team Member **Sep 2016 - Present**

- Collaborate with team members in semester-long projects to research and brainstorm new product ideas and innovative marketing strategies for various clients including Target, Abbott Nutrition, CPP Buying Group, and major grocery retailer
- Collect primary and secondary research through interviews, focus groups, surveys, and syndicated data to form insights
- Formally present relevant research, key insights, and new ideas to members of each company

Miami University Women in Marketing • VP of Membership **Sep 2019 - Present**

- Responsible for close communication within the organization, membership records, attendance, and lists of members
- Constantly recruit new qualified members through word of mouth, tabling events on campus, and social media

Delta Zeta • Alpha Chapter • Active Member **Apr 2017 - Present**

- Organize and lead fundraisers for the largest philanthropy event on campus, "Putting on the Hits", which annually raises over \$20,000 for St. Rita's School for the Deaf in Cincinnati & Starkey Hearing Foundation

Miami University Women in Business • Active Member **Sep 2016 - Present**

- Network with business professionals through weekly meetings, speakers, conferences, and workshops; selected to attend the 2017 Annual Executive Conference