

ALEXIA WOODWARD

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alexiawoodward.com

PRINT + WEB DESIGN

EXPERIENCE

LEAD + COMMUNITY OUTREACH LEADER

Old Navy | Feb 2018 - Jan 2019, Jun 2020 - Present

- Focus on customer engagement on both the sales floor and at the register, locating sizes and styles, and communicating loyalty and credit enrollments.
- Establish and maintain relationships with local organizations like The Boys & Girls Club of Dayton and Centerville Schools.
- Drive employee engagement and outreach efforts in and out of the store.

VIDEO STORYTELLER + SOCIAL MEDIA

Southbrook City Lights Volunteer | Feb 2021

- Ideating and executing visual stories showcasing projects within the community.
- Responsible for creating and posting on both social media and the City Lights App.

SOCIAL MEDIA INTERN

South Dayton Lifestyle | May 2020 - Aug 2020

- Creating, organizing, and scheduling social media posts relating to current articles and topics covered in that month's issue.

TECHNICAL SKILLS

Adobe Acrobat	Google Workspace
Adobe Creative Cloud	Microsoft Word
Adobe Illustrator	Sketch
Adobe InDesign	Slack
Adobe Lightroom	GroupMe
Adobe Photoshop	Zoom
InVision	

EDUCATION

THE MODERN COLLEGE OF DESIGN

Class of 2021 | Kettering, OH

- **Student Senate | Community Outreach Chair:** Working with The Foodbank and The Dayton Chamber of Commerce, organizing more than 300 hours of volunteer service in six months.
- **National Student Advertising Competition Team | Plans Book Director:** Researching, developing, creating, and pitching a multimedia campaign for a national client. Responsibilities included working as a creative designer and leading the plans book.
- **The Pitch | Student Competition:** Competed against other student teams to create a campaign pitch from the creative brief provided by Oasis House. The team received first place.
- **Awards + Memberships:** President's List (4.0 GPA), American Advertising Federation Student Membership.

VALLEY VIEW HIGH SCHOOL

Class of 2019 | Germantown, OH

- **Clubs + Activities:** Cheerleading, National Art Honors Society (Vice President), National Honors Society, Prom Committee, Project Ch.A.R.L.I.E., and Yearbook Staff (Junior/Senior Editor)