

ALEXIA WOODWARD

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PRINT + WEB DESIGN

EXPERIENCE

MARKETING + DIGITAL MEDIA INTERN

The Flowerman | Centerville, OH
May 2021

- Worked under the Marketing Director to develop and pitch concept ideas for an online wholesale floral website.
- Interacted with customers and clients to gauge the current target market.

LEAD + COMMUNITY OUTREACH LEADER

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

- Focused on customer engagement on the sales floor and at the register. Communicated daily promotions and loyalty programs while being one of the top credit and loyalty performers.
- Established and maintained relationships with local organizations like The Boys & Girls Club of Dayton and Centerville Schools.
- Drove employee engagement and outreach efforts through donation/volunteer activities.

NATIONAL STUDENT ADVERTISING COMPETITION (NSAC)

American Advertising Competition | The Modern
Spring 2021

- Researching, developing, creating, and pitching a multimedia campaign for a national client, Tinder. The team placed third in the district.
- Led the Plans Book Team and worked as a designer on the Creative Team.

SOCIAL MEDIA INTERN

South Dayton Lifestyle | Dayton, OH
May 2020 - Aug 2020

- Constructed and executed a social media strategy to build upon the brand's current social presence.
- Increased user interaction on social media platforms like Facebook and Instagram.

EDUCATION

THE MODERN COLLEGE OF DESIGN

Class Valedictorian | 4.0 GPA
June 2021 | Kettering, OH

- **Student Senate | Community Outreach Chair:** Worked with Dayton area organizations, leading more than 300 hours of volunteer service school-wide.
- **The Pitch | Student Competition:** Competed against five other student teams to create a campaign pitch for the client, Oasis House. The team received first place overall.
- Member of the American Advertising Federation (AAF) Student Chapter.

VOLUNTEER

Bill Moss Memorial Basketball Game
Dayton Area Chamber of Commerce
The Boys + Girls Club of Dayton
The Foodbank (Dayton)
Valley View Junior Spartans Cheerleading

PROGRAMS + SOFTWARES

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

DESIGN FOCUSES

Web Design
Digital Design
Print Design
UI/UX
Photography
Videography
Social Media