

LEXIE MURRAY

MARKETING & COMMUNICATIONS PROFESSIONAL

CONTACT

✉ lexiemurray25@gmail.com

🌐 [Website/Portfolio](#)

📍 Chicago, IL

🌐 [LinkedIn](#)

SKILLS

Adobe Creative Suite
Bitly
Canva
Chat GPT
Cision
Comscore
Facebook Ad Manager
Google Analytics
Google Trends
Hootsuite
HubSpot
LinkedIn Campaign Manager
Mailchimp
MediaTools by SQAD
Mediaocean:

- Spot Toolkit
- Script

Meltwater
Microsoft Office Applications
Microsoft Copilot
MRI Simmons Catalyst
Muck Rack
Tableau
Talkwalker
Winmo
Wix Website Developer

EDUCATION

Marquette University

2019-2024

Earned a Bachelor's Degree in
Advertising with a Minor in Marketing

ABOUT ME

Passionate about consumer and brand marketing, I seek opportunities to blend strategic planning with storytelling. With a focus on real-world insights, I enjoy crafting impactful marketing strategies that elevate brand presence. I'm eager to join a dynamic team and drive meaningful initiatives.

WORK EXPERIENCE

Associate Media Planner

Nissan United/TBWA - Chicago, IL

November 2024-Present

- Assists Nissan's Midwest media team with paid television and online ad strategy. Also completes monthly reports based on ad performance throughout each midwest region and video/digital medium.

Corporate Marketing Intern

Golin - Chicago, IL

January 2024-August 2024

- **Client Team:** Worked on the Verizon Multicultural Team to distribute media pitches, spearhead music festival event planning and research, perform influencer audits and produce social and traditional media monitoring reports
- **Corporate Marketing:** Worked with a focus on writing agency award entries, maintaining media relations, release pitching, agency competitive audits, social media content creation for global accounts(TikTok, Facebook, Threads, X, Instagram and LinkedIn), media planning and the creation and distribution of the internal agency newsletter
- **New Business:** Led social and traditional media audits for potential new clients, assist with the development of new business pitch decks and creates competitive audits for existing client brands
- **Trend Drop:** Participated in the agency-wide program where team members present brand, social and industry trends to the global agency on a weekly basis
- **Agency Prospecting:** Developed and implemented a strategic outreach plan, alongside executive leadership, while also created and managed a detailed content calendar for consistent prospect outreach. Other responsibilities include organizing a webinar to engage potential clients, maintaining a comprehensive contact directory and coordination with senior leaders to ensure ongoing communication.

Sales Associate

Fresh Finds Boutique - Dixon, IL

September 2023-January 2024

- Assisted with social media, website development and POS system installation and entries
- Guided customers through merchandise purchases and store-related inquiries

PR Intern (Food & Beverage)

Bader Rutter - Milwaukee, WI

May 2023-August 2023

- Assisted client accounts including Tetra Pak, Prairie Fresh, Daily's Bacon and Raymond Forklifts with media pitch creation, competitive audits and publication research

Sales Associate

Orange Theory Fitness - Milwaukee, WI

May 2023-September 2023

- Guided new, current and potential members through account payment details, class sign-ups, merchandise purchases and various studio-related inquiries

Marketing Communications Intern

Trefoil Group - Milwaukee, WI

November 2022-April 2023

- Assisted with account management efforts, internal asset distribution, press release writing, statistical research and industry competitive audits