



LEXIE SHOOK

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graphic design • marketing • yoga • fitness • general enthusiasm :)

EDUCATION

Bachelor of Arts St. Edward's University
Graduated May 2014 | Austin, TX

Major: Graphic Design

Minor: Fine Arts

Honors Student - Magna Cum Laude

EMPLOYMENT

DHI Mortgage (a D.R. Horton company)

June 2020 - Present | Austin, TX

Graphic Designer

Designing a high volume of custom program flyers, signage, ISO slides, social media / email content & animation, corporate maps, infographics, and video storyboards. Production design for over 70 branches. Management of Marketing Knowledge Coop. Creation and efficient use of design templates. Building legal disclosures and compliant marketing materials.

JuiceLand

November 2016 - April 2020 | Austin, TX

Marketing & Graphic Design Specialist

Created designs for internal projects, training materials, social media / email content & animations, store fronts, general shop signage, merchandise, branding, product labels, and advertisements. Handled website edits. Purchased merch & branded materials. Managed social media, Google Ads, email marketing, press releases, influencer partnerships, & new store promotion.

Nexstar Media (Formerly LIN Digital)

March 2015 - November 2016 | Austin, TX

Media Strategist/Planner

Collaborated with account executives to analyze client KPIs & budget in order to create effective media plans. Used data segments, SEM, social media, mobile, video, email & web analytics to ensure success & delivery. Worked with a team to meet high-pressure due dates.

GateHouse Media

July 2014 - March 2015 | Austin, TX

Page Designer/Copy Editor

Developed page design for weekly newspapers. Designed features, covers, sports, photo-spreads, & inside pages. Assisted with team management during times of heavy production. Proofing & copy editing.

St. Edward's Digi Labs

December 2011 - May 2014 | Austin, TX

Lab Coordinator

Managed Mac Computer Lab. Assisted students with Epson & laser printing & general technical support for the Adobe Creative Suite.

SKILLS

Mastery of the Adobe Creative Suite

With focus on Illustrator, InDesign, Photoshop, After Effects

Media Strategy & Management

RFP/RFI/ROI assessment; Google Ads; Google Analytics; Google My Business; Data Analysis: The Tradedesk, ComScore, & TubeMogul; email design & marketing; P&L creation; marketing brainstorming; content planning; influencer partnerships

Mastery of Microsoft Suite

Word, Excel, Outlook, PowerPoint, Publisher

Web, Email, & Project Management

Squarespace, Wordpress, Mailchimp, Trello, Knowledge Coop, Marcom

Digital & Fine Arts

Vector illustration, visual web design, ISO screens & logo design, animation, photo direction & editing, RISO printing, illustration, painting, printmaking

Social Media Management & Ads

Facebook, Twitter, Instagram, Later, Pinterest, LinkedIn, Over, VSCO

INTERNSHIPS

The Speckled Duck Design

May 2012 - August 2012 | Austin, TX

- Editing and organizing files
- Design and branding projects
- General design assistance

MAKEatx

May 2013 - 2014 | Austin, TX

- Production work / product assembly
- In-house design projects: invitations, newsletters, signage, illustration
- Laser cutting technical support

St. Edward's University Gallery

August 2013 - May 2014 | Austin, TX

- Designing gallery signage
- Unpacking & installation of pieces
- Administrative work for the VISU dept.