

# Alexis Sanders

248-766-3848 | [alexissanders098@att.net](mailto:alexissanders098@att.net)

## WORK EXPERIENCE

### The Honeybaked Ham Company

West Bloomfield, MI

Assistant Manager

Oct 2020 - Feb 2025

- Managed daily store operations, ensuring brand consistency and effective execution of promotional campaigns that improved customer satisfaction ratings by 15%.
- Led the hiring and training of staff, enhancing team productivity and collaboration, resulting in a 20% increase in sales during peak seasons.
- Resolved complex customer concerns with empathy, contributing to a significant rise in customer loyalty and repeat business through effective communication.

### Tunnel Vision Sports

Detroit, MI

Social Media Manager Intern

Feb 2024 - Present

- Created and optimized engaging social media content for platforms like Instagram and TikTok, achieving a 30% growth in audience interaction within three months.
- Developed targeted strategies for audience engagement on social media channels, which resulted in measurable success reflected by increased viewership metrics.
- Analyzed performance metrics to inform content improvements across social platforms, leading to a 25% boost in overall user interaction rates.

### Freelance

West Bloomfield, MI

Graphic Designer

May 2021 - Present

- Designed dynamic brand assets including logos and social media graphics for various clients, enhancing their visual identity and increasing online engagement by up to 40%.
- Collaborated with marketing teams to create visually compelling content tailored for digital platforms, contributing significantly to client campaign success.

### Michigan State Library - User Experience Department

East Lansing, MI

User Experience Student Intern

Nov 2017 - Jun 2020

- Participated in usability research tasks to enhance user experience on library web pages, improving accessibility compliance by over 20%.
- Assisted with redesigning digital interfaces that streamlined user navigation and contributed to an improved overall satisfaction rating among library patrons.

## EDUCATION

### Michigan State University

East Lansing, MI

Experience Architecture, Bachelor of Arts

Graduation Date: May 2020

### New York University

New York City, NY

Interactive Media Arts, Master of Arts

Graduation Date: Jun 2022

## SKILLS & INTERESTS

**Skills:** Leadership & Team Management, Customer Service, Critical Thinking & Problem Solving, Data Analysis, Cross-Functional Collaboration, Adobe Creative Suite