

CONTACT INFORMATION

- Name: Alexis Deese
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EDUCATION

Saint Leo University August 2021 - Present

- Bachelor's In Marketing from Saint Leo University
- Online MBA Business Administration-Marketing anticipated to graduate May 2026
- Reoccurring Dean's List Student, Leadership in Social Media Engagement

SKILLS

- Training Coordination & Scheduling
- Onboarding Support
- Certification Verification & Recordkeeping
- Customer Service & Troubleshooting
- Internal Communications
- Adobe Analytics
- Paid search, paid social, and display ads analysis certified
- Multi-touch attribution and strategy
- Implementation of measurement tools
- Time management
- Asset organization
- Workflow optimization
- Verbal & written communication
- Adaptability & crisis response
- Client & internal engagement

CERTIFICATIONS

- Google Analytics Certification
- Google Ads Search Certification
- Google Ads Display Certification
- Hubspot Advanced Social Media Marketing Certification

LANGUAGES

- English
- Spanish

ALEXIS M DEESE PROFESSIONAL SUMMARY

Customer-focused marketing and communications specialist with over seven years of experience at Publix, excelling in customer service, internal communications, and cross-functional collaboration. Proven ability to manage training coordination, troubleshoot digital systems, and support onboarding processes. Bilingual in English and Spanish, with strong technical proficiency and a passion for enhancing employee learning experiences.

EXPERIENCE

Allied Global Marketing Agency | Media Representative

February 2019 - Present

- Led Google Ads tagging and campaign tracking across Paid Search and Display platforms
- Provided performance analysis for early-access screenings and affiliate outreach initiatives
- Delivered non-technical summaries of campaign insights to clients and press representatives

Moroch Partners Integrated Marketing Agency | Media Representative

February 2019- Present

- Designed and executed integrated marketing strategies, emphasizing cross-platform social media engagement and public outreach.
- Provided press and media representatives with brand messaging insights, reinforcing reputation management and promotional objectives.
- Coordinated events to maximize brand exposure, leveraging analytics to tailor audience interactions.

Publix Supermarkets | Cake Decorator

March 2019 - Present

- Delivered exceptional customer service across multiple departments including Customer Service, Bakery, Floral, and Produce.
- Supported onboarding of new associates by guiding them through initial training and orientation processes.
- Created internal communications and promotional displays to enhance employee engagement and workplace culture.
- Assisted in coordinating training schedules and verifying completion of department-specific certifications.
- Recognized for consistently exceeding performance expectations and demonstrating adaptability across roles.

West Armory I Marketing Specialist November 2024-Present

- Managed tagging and analytics for social media platforms; delivered performance reports that informed budget decisions
- Implemented data-driven crisis communication protocols to protect digital brand reputation
- Created strategic content calendars aligned with industry trend data and real-time audience metrics