

ALEXIS CANNON

MARKETING COORDINATOR

EDUCATION

Nicholls State University

Bachelor of Mass Communication,
December 2017

Hahnville High School

Class of 2013

AWARDS & ACHIEVEMENTS

Student Publications

- Outstanding Mass Communication: Public Relations Graduate
- Best Investigative News Story
- Advisor's Choice
- Best Graphic and Page Design
- Best Ad Design
- Best Editorial

SKILLS AND ABILITIES

- Graphic Design
- Digital Marketing
- Writing/Editing
- Adobe Creative Cloud
- Microsoft Office Suite

CONTACT INFORMATION

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201 Hickory St. Hahnville, LA 70057

EMPLOYMENT HISTORY

Marketing Coordinator

Quality Cleaning Equipment & Supply (2018 - Present)

Quality is a local cleaning and restoration company serving the Gulf South. The Marketing Coordinator is responsible for increasing Quality's brand image and advertising efforts.

- Generate revenue by designing promotional email campaigns and sending them to target customers
- Keep customers updated on promotional activity by generating and posting content to social media
- Create marketing material such as graphics, flyers, and brochures to promote business
- Advertising and organizing annual IICRC training classes
Quality hosts
- Update website with new inventory and fill customer orders
- Create and maintain paperwork for walk-in equipment rentals
- Provide customer service and shipping support when needed

Editor-In-Chief

Student Publications: The Nicholls Worth (2016 - 2017)

Nicholls State University's student newspaper.

- Led the publication's transition from traditional to an online outlet by implementing a new web design, user-friendly graphics, and providing daily content for students
- Managed a team of 17 students
- Led a series of investigative stories involving Nicholls' administration keeping public records from the staff
- Had the final say in what content went into the publication along with its appearance

Design & Layout Editor

Student Publications: The Nicholls Worth (2013 - 2016)

- Responsible for the overall appearance of the publication
- In control of where photos, stories, ads, and graphics were placed

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MARKETING COORDINATOR

REFERENCES

Nicki Boudreaux

Nicholls State University

Assistant Professor, Public Relations

Cell: 985-414-1934

Email: nicki.boudreaux@nicholls.edu

Deante' Baham

Woman's Hospital

Marketing Coordinator

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Dawn C. Duhe

Quality Cleaning Equipment & Supply

Rental Coordinator

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