

LEXI HERRICK

Writer. Online Marketer. Designer. Social Media Specialist. Student.

OBJECTIVE

I want to completely immerse myself in the spectacular world of electronic media and marketing. I have been working in the field since I was 17 and fall in love with it every day. I believe writing to be a vital outlet for human beings to share their experiences with one another, and it has brought remarkable connections to my life. Marketing techniques evolve and continue to become more powerful and unique. The conversation keeps changing, and the communication keeps transforming. I want to know more. I want to grow. I want to learn. I want to strive for greatness, in all that I do.

EXPERIENCE

TE CONNECTIVITY

**Social Media Intern, Digital Marketing Intern,
Corporate Marketing Co-op**
May 2013 - Present

- Social Media Marketing/Measurement
- Search Marketing/Google Analytics
- Marketing and Communications
- Brand Development
- Asset Management
- Graphic Design

HUFFINGTON POST/ ELITE DAILY/ A-PLUS

Blogger, Contributor

May 2014 - Present

- HuffPost Women
- HuffPost Healthy Living
- HuffPost Education
- Elite Daily
- A-Plus

UNIVERSITY STUDENT MEDIA

- The Slate Social Media and Branding, January 2015 - Present
- Etownian Staff Writer/Contributor, March 2013 - May 2014
- ECTV News Anchor, August 2012 - May 2013

SERENDIPITY AND CREATIVITY

Founder

January 2014 - Present

- Web Design
- Content Creation
- Paid Promotions
- Marketing
- Writing

ELIZABETHTOWN COLLEGE OFFICE OF STUDENT ACTIVITIES

**Electronic Publicity in Social Media and Video
Media**

August 2012 - March 2014

- Video Production
- Social Media Management
- Digital Media

YMCA

Marketing and Communications Intern,

August 2011 - June 2012

- Marketing
- Non-profits
- Video Production
- Graphic Design
- Fundraising Campaigns

EDUCATION

SHIPPENSBURG UNIVERSITY

Communications and Journalism
Public Relations Concentration
August 2014- May 2016 (exp.)

ELIZABETHTOWN COLLEGE

Corporate Communications
August 2012 - May 2014

HANOVER SENIOR HIGH SCHOOL

High School Diploma
August 2008 - June 2012

WORK SAMPLES

BLOG LINK

www.SerendipityAndCreativity.com

AUTHOR PAGES

huffingtonpost.com/lexi-herrick
elitedaily.com/author/lherrick

aplus.com/u/lexiherrick
distractify.com/author/alexis-herrick