



HI, I'M ALEXIS MASON

I am a creative and detail-oriented GMW (Graphics, Multimedia & Web Design) Bachelor's level graduate from New England Institute of Technology with hands-on experience in social media management, content creation, and communications. I am skilled in developing and executing social media campaigns across multitudes of platforms, analyzing performance metrics and optimizing content to garner audience engagement.

I have years of experience in leadership, team collaboration, and customer-facing roles with a proven ability to adequately train and support new staff. I enjoy being involved with creative projects, managing projects and data, supporting development initiatives, and utilizing my Graphic Design skills.

COLLEGE EDUCATION & ACHIEVEMENTS

New England Institute of Technology - 10/22 - 12/25 - BA.Sci in GMW

- Awarded Associate and Bachelor's Degree of Science in Graphics, Multimedia & Web Design
- Achieved academic excellence every term
- Maintained a GPA of 3.6 or higher throughout education to be consistently on the Dean's list
- Received the Best of Tech award which is an annual recognition of top students in each technology program, highlighting skills, leadership and dedication. Recipients are chosen by the department Chair

MY SKILLSET

Graphic Design & Branding:

Logo Design, Poster/Flyer/Postcard Design, Package Design, Business Cards, Motion Graphics, Photography

Software & Tools:

Adobe Creative Cloud (Primarily: Photoshop, Illustrator, InDesign, Premiere Pro, and After Effects), Canva, WordPress, Constant Contact, Teams, GiveSmart CRM, Microsoft Products (Primarily: Word, Excel, Powerpoint), Meta Business Suite, WooCommerce and more

Digital Content & Media: Website Design, Video Producing, Editing & Uploading, Social Media Content Creation, Image Optimization, SEO, SEM, Targeted Ads, Animation

MY EXPERIENCE

Kennedy-Donovan Center - Foxboro, MA - Dev. & Comms. Intern - 12/25 - Present (+4 months)

- Supporting all fundraising, events, campaigns and other development and communications initiatives
- Assisting with the planning and execution of setting up interviews with staff and families involved with KDC's multitude of services
- Drafting and creating social media campaigns including but not limited to organization raffles and program spotlights
- Planning, developing & creating social media content across multiple platforms including Facebook, Instagram, TikTok, LinkedIn and YouTube in-line with KDC's social media content planner
- Monitoring, analyzing and optimizing social media content performances to brainstorm ways of improving engagement, conversions, overall content production and other KPI's
- Preparing and presenting monthly social media performance overviews and analytics reports to Manager and Senior Director to show progress
- Entering, tracking, and maintaining donations in the form of; checks, online donations, pledges, etc.
- Keeping all donor information in GiveSmart's CRM confidential to ensure not only accuracy, but also trust

Olive Garden - Attleboro, MA - To-Go Specialist / Server / Host - 06/24 - 02/26 (1 year, 9 months)

- Cross-trained across multiple roles, including but not limited to: to-go operations, serving, and hosting
- Managed phone and online orders, ensuring accuracy, quality and timely preparation
- Communicated clearly with all kitchen and managerial staff regarding special requests and allergens
- Delivered a high-quality guest experience for both dine-in and take-out guests
- Created a welcoming and friendly environment for all guests and coworkers
- Supported front-of-house as needed with regards to seating, managing wait times and clearing tables
- Worked collaboratively with coworkers to maintain efficient, smooth daily service

Papa Gino's - East Providence, RI - Shift Leader / Key Holder - 10/21 - 07/24 (2 years, 10 months)

- Opened and closed the restaurant in line with company procedures and security protocols
- Led shifts with multiple employees, keeping operations smooth and efficient
- Trained and supported all new team members
- Provided a high-quality guest experience through attentive customer service
- Handled customer concerns and questions in a professional manner
- Communicated clearly with all staff, the expectations for performance, cleanliness and speed of service
- Completed ServSafe certification and followed all food safety and sanitation standards

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