

ALEXIS GRAHAM

Lexington, SC | 815-735-4881 | alexismgraham317@gmail.com
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SKILLS

- **Copywriting & Content Creation**
- **Account & Campaign Management**
- **Web Analytics & SEO Audits**
- **PPC, Social, & Geotargeted Display Advertising**
- **Media Buying**
- **Video & Photo Shoot Direction**
- **Event & Tradeshow Coordination**

SOFTWARE & PLATFORMS

- WordPress, Asana, Ahrefs, AI tools, Google Ads/Local Ads, Social Advertising (Meta Ad Manager, LinkedIn, YouTube), Microsoft Suite, Mailchimp, GA4, Constant Contact/SharpSpring, Sprout, BrightLocal, MOZ, Google Tag Manager, Canva, CoSchedule, Wix, Squarespace, Unbounce, Simpli.fi, CallRail, Wrike, Airtable, Basecamp

EXPERIENCE

Contracted Legal Copywriter | January 2025-present

Mightier Content | Austin, TX (REMOTE)

- Write high-quality, SEO-driven content for law firm websites and blogs across the US.
- Conduct extensive legal research, ensuring accuracy for state-specific laws and regulations.

Contracted Content Manager/Copywriter | July 2024-present

True Catalyst Agency | Columbia, SC (REMOTE)

- Audit client websites and social media to assess digital health and identify improvements.
- Develop SEO-friendly copy for websites and blogs with a heavy emphasis on keyword research and using SEO best practices.
- Manage social media calendars and create engaging social content.
- Leverage AI tools like Gemini and ChatGPT to improve efficiency while maintaining an authentic, human tone.
- Provide marketing and content creation services for clients in pest control, med spa services, law, wealth management, and real estate.

Marketing Specialist | February 2024-May 2024

Splash Omnimedia | Lexington, SC

- Created SEO-friendly content for blogs, websites, and social media, ensuring brand consistency.
- Created sitemaps and wireframes to guide website development.
- Managed Google Ads, local search, display, and social ad campaigns.

- Performed A/B testing for landing pages and digital ads to optimize performance and improve conversion rates.
- Collaborated with web development and video production teams on client projects.
- Worked on projects for clients in law, roofing, plumbing, HVAC & HVAC distribution, and pharmacy.

Contracted Content Manager/Copywriter | September 2022-February 2024

Social Light | Silver Spring, MD (REMOTE)

- Crafted SEO-friendly content for blog posts, websites, email campaigns, and social media.
- Managed Google Ad campaigns, including performing A/B testing to increase conversions.
- Developed video scripts for promotional and instructional content.
- Migrated all clients from Universal Analytics (UA) to GA4.
- Supported clients in cinema, HR/finance consulting, software sales, options trading, cybersecurity, education, translation services, and fundraising consulting.

Career Pause | February 2018-September 2022

- Took a professional break after welcoming my third child

Co-owner, President | April 2015-February 2018

Chicagoland Mobility Services, Ltd. | Frankfort, IL

- Managed daily operations, reservations, and administrative tasks for a wheelchair-accessible van rental business.
- Led all marketing initiatives, including website development, email campaigns, social media, trade shows, and ad management.
- Secured key business partnerships, including collaboration with a major ride-sharing company.

Account Manager/Lead Copywriter | October 2011-April 2015

Lalich Resources, Inc. | Grant Park, IL

- Developed and executed marketing plans for B2B food/ingredient companies and consumer brands.
- Wrote press releases, magazine articles, website content, blog posts, and copy for advertising materials.
- Directed advertising campaigns across print, digital, and social media.
- Led creative brainstorming, oversaw graphic design projects, and coordinated video productions.
- Planned and managed corporate presentations, industry events, and tradeshow.

Promotions Intern | April-May 2010

WXRT FM | Chicago, IL

- Assisted in organizing promotional materials, event logistics, and fan engagement efforts.

EDUCATION

Lifelong Learning: Photoshop, InDesign, Web | Fall 2012

Joliet Junior College | Joliet, IL

BA, Communications - Journalism/PR/Advertising, Marketing Minor | May 2011

University of St. Francis | Joliet, IL

CERTIFICATIONS

- **Digital Marketing Mastery Certificate** – DigitalMarketer (April 2024)
- **Local SEO Certificate** – MOZ (January 2024)
- **SEO Copywriting Certificate** – Yoast (June 2019)
- **Social Marketing Certification** – Hootsuite Training (May 2019)

MEMBERSHIPS

Business Network International (BNI) – South Carolina Midlands/Rock Stars Chapter/Membership Committee