

## ALEXIS “LEXI” FRIEDMAN

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### EDUCATION

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**Southern Methodist University (SMU)** - Dallas, TX

Expected May 2024

Bachelor of Arts | Meadow School of the Arts

Major: Fashion Media | Minor: Women and Gender Studies

*Relevant Coursework:* Marketing Principles of Advertising, Building Digital Audiences, Fashion Journalism, 20th century Jewelry Design, Fashion, Media, and Culture, Magazine Writing, and Video and Audio Production

*Media and Art of Fashion Design Course:* An in-depth evaluation of the essential elements of fashion design, including color theory, fabric selection, cost, sustainable sourcing, trademark protection, and sales, and how these elements are conveyed to the public through journalism, social media marketing, and digital fashion shows. Final assignment required the creation of a customized fashion brand presented to the professor.

### PROFESSIONAL EXPERIENCE

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**Dannijo** - Intern

August 2023 to Present

Co-founded in 2008 by two sisters, this New York based brand is a combination of iconic slip dresses and other unique chic pieces and fashion jewelry.

- Collaborating directly with founders Danielle and Jodie daily
- Key liaison for shooting content for the Dannijo brand
- Create weekly slide decks on styling the clothing and matching their brand with other brands to create personalized signature looks
- Assist in overseeing and creating brand posts on TikTok and Instagram page
- Responsible for reaching out to different brands to create possible original collaborations
- Host Dannijo pop-up shop to a variety of sororities on the SMU campus

**Cast Jewelry** - Apprentice

August 2023 to Present

Founded in San Francisco and launched in 2021, Cast Jewelry displays ever-changing fine jewelry collections.

*Co-collaboration with the Cast design team on custom flip ring working directly with the Public Relations Director and Social Media Director*

- Designed and personalized signature colors for custom ring
- Supported Cast Jewelry team on ring launch in October 2023
- Originating and posting social media content for the brand to promote the new flip collaboration
- Composing content for styling videos as well as displaying the creation process of our ring design

**Restoration Hardware (RH)** - Intern

July 2023

RH (formerly Restoration Hardware) is an upscale American home-furnishings company headquartered in Corte Madera, California.

*Hired for an apprenticeship program reporting directly to Gary Spain, Chief Product & Integration Officer at RH*

- Assisted on set for catalog photo shoots for the RH sourcebook
- Organized prop room at corporate headquarters and book library
- Presented to the Chief Product & Integration Officer accessory research gathered on the 1stDibs website and other interior design stores
- Identified and proposed a variety of accessories to support the photo team for each room displayed in the sourcebook and learned how to style them within the different sets

### TECHNICAL SKILLS

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MS Office (Word and Powerpoint)

Google Applications (Drive, Sheets, Docs)

Designed a website for Shopify

Experience with Adobe InDesign and Canva software