

ALLIE WICKS

In a fast-paced, oversaturated digital market, I strive to combine my experience in journalism, interface design, and marketing strategy for Fortune 500 companies to give brands a voice that cuts through the noise.

Education

NORTHWESTERN UNIVERSITY

Masters in Integrated Marketing and Communication

Evanston, IL
Anticipated September 2025

NORTHWESTERN UNIVERSITY

Bachelor of Science in Journalism

Minor in Art Theory & Practice, Certificate Integrated Marketing and Communication, and Certificate UI/UX Design

UI/UX Program in San Francisco, Cal.

GPA: 3.8/4, Dean's List 2021-2024

Evanston, IL
2020-2024

SCHOOL OF THE ART INSTITUTE OF CHICAGO

Summer Residency in Advanced Immersive Sculpture

Chicago, IL
2019

Experience

SRW AGENCY

Strategy Analyst

Chicago, IL
January 2024 - July 2024

- Helped \$1.8B frozen delivery company grow conversion by leading redesign and deployment of landing page that increased CTR by 50%.
- Surpassed Tovala's social media KPIs for four consecutive months by analyzing, scheduling, and creating content.
- Expanded SafeCatch's TAM using customer segmentation and trend forecasting to guide brand and messaging overhaul.

WEBER SHANDWICK

Strategy Team, Design Team, and Influence Team Intern

San Francisco, CA and Seattle, WA
June 2022 - September 2022

- Informed SONY and Robinhood of social KPI progress through weekly client-facing updates on media audits.
- Strengthened Enhabit's digital presence by designing mock-ups and writing social copy across multiple channels.
- Reduced risk for multiple Kellogg's accounts by auditing and selecting influencers for digital campaigns.
- Achieved strong EMV and SOV for AirBnb, RXBAR, and Columbia through execution of earned marketing campaigns.

WEBER SHANDWICK

Strategy Team and Design Team Intern

San Francisco, CA and Seattle, WA
June 2021 - September 2021

- Contributed to Airbnb's Webby Award win by designing and executing the "Only On Airbnb" earned media activation with a 6-person team.
- Reduced risk for ROCKWOOL, using qualitative and quantitative analyses to provide strategic recommendations for factory placement.

Related Experience

STITCH FASHION MAGAZINE

Lead Graphic Designer

Northwestern University, Evanston, IL
March 2021 - June 2024

- Boosted print sales by 25% by providing strategic feedback to design team and coordinating weekly leadership meetings.
- Utilized Adobe Suite expertise to design print layouts, edit photos, create covers, and produce animations.

MICHAEL RAKOWITZ ART STUDIO

Lead Sculpting Assistant, Research Assistant

Chicago, IL
June 2023 - January 2024

- Installed international exhibition within a 6-day timeframe, managing 40+ museum staff and contractors.
- Credited sculptural contributor to exhibitions in five international galleries and museums.

DOORDASH SPONSORED PROJECT

UI/UX Designer

Northwestern University, Evanston, IL
April 2023 - June 2023

- DoorDash implemented the proposed loyalty system and designs directly into the live platform.
- Developed a tiered loyalty program and interface that boosted user engagement and order frequency by conducting and analyzing human-centered research on satisfaction with existing VIP programs.
- Served as the primary Point of Contact for all client inquiries, effectively managing communication channels and ensuring prompt resolution of issues.

TIKTOK SPONSORED PROJECT

UI/UX Designer

San Francisco, CA
January 2023 - April 2023

- Enabled TikTok to enhance the organic user experience with paid content by designing and proposing a retrieval-augmented generation AI interface extension.
- Led Research and Interface Design teams, ensuring seamless communication between both groups.
- Executed user research and AB testing on AI integrated, cross-platform, and voice led devices.

Skills

RESEARCH: R, Tableau, Excel, Sprout Social, SQL, Data Visualization, AB Testing.

DESIGN: Adobe Suite, Figma, Journey Mapping, Product Testing.

STRATEGY: Brand Positioning, Trend Forecasting, Customer Profiling, Multi-Channel Activations.

COMMUNICATION: Pitching, Client Relations, Copywriting, Journalism.