

Alexia Wallerer

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Portfolio alewallerer.com

Location Chicago, IL

Education

M.S. Information Design & Strategy

Northwestern University

2022 – 2023

- **Capstone Project:** Improving the online learning experience for adults with ADHD
- Summa Cum Laude

B.S. Cross-Media Graphics Management

University of Wisconsin – Stout

2015 – 2018

- Magna Cum Laude
- Honor's College Graduate

Core Competencies

- Creative Problem Solving
- Data Visualization
- Learning Experience Design
- Project Management
- User-Centered Design
- Visual Communications

Software Expertise:

- Adobe Illustrator
- Adobe Photoshop
- Figma
- HTML / CSS
- Microsoft Office Suite
- Tableau

Professional Experience

Manager, Business Analytics & Measurement

Wavemaker

2022 - Present

- Develop reporting templates and style guides to ensure a consistent reporting experience for clients
- Synthesize campaign learnings into visually compelling reports and present quarterly performance to stakeholders
- Collaborate with cross-functional teams to align media campaigns to measurable, data-driven goals

Senior Analyst

MERGE

2021 - 2022

- Designed custom analytics dashboards to monitor real-time marketing performance and business outcomes
- Applied adult learning principles to develop training deliverables and workshops on dashboard design
- Analyzed campaign performance and user flows to inform marketing strategy and user experience for clients in the healthcare sector

Senior Account Executive

HDMZ

2020 - 2021

- Directed the development of 30+ multi-channel marketing campaigns from content strategy through digital activation
- Managed work plans, timelines, and staffing needs to ensure timely campaign development
- Conducted comprehensive competitive research to inform optimal brand positioning

Media Planner & Coordinator

HDMZ

2018 - 2020

- Planned strategic cross-channel media campaigns for B2B life science and manufacturing clients
- Coordinated digital ad trafficking, social media content calendars, and paid search campaign set up