

Lexi Lake

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Just a girl in the world.

EDUCATION

Michigan State University

East Lansing, MI

Bachelor of Arts, Interdisciplinary Humanities; minor in Graphic Design

May 2025

Cognates in Experience Architecture, Graphic Design, and Professional & Public Writing

4.0 GPA, Dean's List every semester

PROFESSIONAL EXPERIENCE

COLLEGE OF ARTS AND LETTERS

East Lansing, MI

Excel Network Intern

June 2022–Present

- Managed social media accounts by creating a monthly content calendar, engaging designs through Canva, and aggressively promoting accounts, increasing profile visits by 116.8%.
- Designed newsletters and flyers through InDesign to be shared with 2,020 undergraduate students and partners through Campaign Monitor and social media to inform about university events and career opportunities.
- Created and edited three educational and entertaining videos about student experiences and instructional processes, increasing post engagement by 400%.
- Updated Excel Network website using WordPress and Elementor to share resources with students accurately
- Tracked Excel Network engagement data using Excel spreadsheets to pinpoint communications strengths and weaknesses.
- Presented about LinkedIn and portfolios to classes of 25-30 undergraduate students to help develop students' professional identities.

MICHIGAN STATE SKI AND SNOWBOARD TEAM

East Lansing, MI

Social Media Chair and Member

September 2021 - present

- Increased Instagram following to 1,000+ followers, created a Facebook page to diversify and engage audience.
- Crafted lively emails for 200+ recipients recapping competition results, profiling team members, and handling logistics for event travels.
- Created and promoted material for sponsored events and posts that adhered to brand and team guidelines.

ELI AND EDYTHE BROAD ART MUSEUM

East Lansing, MI

Gallery Guide

May 2024 - August 2024

- Served as a gallery guide during both regular hours and events, interacting with guests and sharing information about the building, art, and artists.
- Assisted in setting up and taking down for 50 - 150 attendees.
- Ensured museum safety by stopping people from touching the artwork and answering questions.
- Provided recommendations to museum visitors about maximizing their time in East Lansing and at Michigan State University.

TALK ABOUT TEDDY PODCAST

Remote

Website and Social Media Consultant with Arts & Letters Projects

June 2024 – July 2024

- Reviewed website and social media accounts, providing reports on best practices and recommendations to maximize visitor engagement.
- Created 13 social media posts in Canva personalized to the brand that could be posted at any time.
- Designed content calendar using Google Sheets to plot out upcoming posts and promote podcast episodes.

SPARTAN NINJA WARRIOR

East Lansing, MI

Graphic Designer with Arts & Letters Projects

June 2024 – July 2024

- Crafted graphics templates to be used by Spartan Ninja for promotional material.
- Created over 30 social media posts in Canva for specific events and periods.

COLLEGE OF ARTS AND LETTERS

East Lansing, MI

Social Media Researcher with Arts & Letters Projects

June 2023 – July 2023

- Examined social media practices across 88 different colleges in the United States on different platforms like Instagram, Facebook, Twitter (X), and YouTube to compare techniques and observe strengths and weakness
- Compiled findings from social media research into a document that was presented to my supervisors to demonstrate an understanding of best practices

ADDITIONAL SKILLS

- Proficient with Figma, Screen Capture, Canva, Unsplash, Campaign Monitor, Meta Business Suites, Instagram, TikTok, CapCut, WordPress, Elementor, and LinkedIn
- Intermediate proficiency with Adobe Illustrator, Photoshop, and InDesign
- Beginner-level proficiency in coding languages HTML, CSS, and JavaScript, basic proficiency in French
- Experience with wireframing, prototyping, design thinking