Lexi Stevens

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A social media and marketing professional, with 2 years of experience producing social media content, email campaigns, and video content for an international educational publisher. I achieved a first class BSc (Hons) degree in Digital Media Technology, and possess strong communication and digital marketing skills. My passion is for producing creative works to enhance an organisation's brand and engage online communities.

Professional Skills

- Experience in using HubSpot, Mailchimp and Hootsuite for email and social media campaigns
- Copywriting, content creation and campaign scheduling across email and social media channels, including LinkedIn, Instagram and YouTube Shorts
- Experience in using Canva and Figma for graphical designs
- Video production for promotional and internal training purposes using Adobe Premiere Pro and After Effects
- Webinar planning and execution through Zoom Events
- Event promotion and content coordination
- Strong communication, presentation, teamworking and leadership skills
- Knowledge of website backend systems such as WordPress and TYPO3
- Able to program in Python, JavaScript and Java

Experience

Marketing Assistant, Macmillan Education Caribbean & International Curriculum
June 2025 - Present

- Produced and scheduled posts across several social media channels, announcing current events, promoting products and commemorating regional celebrations
    - Contributed to social media growth, helping increase post shares by **66%**, link clicks by **25%** and video views by **270%** over a 12 month period,
    - Reported on channel performance and provided recommendations for growth
- Produced several videos for promotional and training purposes
- Planned, coordinated and supported worldwide webinars and author recording sessions
- Supported the delivery and promotion of regional initiatives, such as competitions
- Effectively collaborated with various teams and a range of stakeholders, including freelance designers and videographers
- Supported company presence at London Book Fair

Freelance Marketing Assistant, Macmillan Education Caribbean & International Curriculum
Sept. 2024 - May 2025

- Scheduled emails and social media posts using Mailchimp and Hootsuite, writing copy and creating graphics
- Edited webinar recordings into shorter, digestible sections for YouTube
- Assisted with improvements to websites, catalogues and layouts
- Key contributor in the production of a rights catalogue

Volunteer Retail Assistant, Cats Protection Charity Shop **Jun. 2022 – May 2025**

- Customer facing, taking payments and dealing with customer queries
- Assisted with restocking and helping with IT requirements

- Enhanced my confidence and communication skills by conversing with customers and team members

Volunteer Closed Captioning/Subtitling **Jul. 2022 – Present**
As a frequent user of subtitles myself, I am a strong advocate for accessibility in media
- Provided subtitles for videos on the Hannah Phillips YouTube channel
- Manually transcribed and timed subtitles using the application Subtitle Edit
- More information at pro.dlljs.uk/subtitles.html

Livestream Operation, St Catherine's of Siena Church **Nov. 2023**
- Produced a livestream of the vicar's induction ceremony for YouTube, relayed to screens in overflow seating
- Used the Blackmagic ATEM Mini Extreme to cut between 4 different camera shots live, to capture the event from multiple points of view, with overlaid graphics
- Also operated a PTZ camera for a wider range of camera angles

Media Officer, Kingston University LGBT+ Society **Dec. 2020 – Jul. 2023**
- Assisted the president of the society in keeping members up to date across Facebook, X (formerly Twitter), Instagram and email
- Prepared graphics in Adobe Illustrator and Canva
- Sent out emails and social media posts using Mailchimp
- Won the societies award for "Media Officer of the Year" in 2022

Video Editing, St Catherine's of Siena Church **Mar. 2020 – Jul. 2021**
- Edited service videos to be shown on Facebook in lieu of physical services due to the COVID-19 pandemic
- Also produced livestreamed services to Facebook using OBS and Zoom

Education

Digital Media Technology BSc (Hons), Kingston University **Sept. 2020 – May 2023**
First Class Honours

A Levels, Little Heath School **Sept. 2018 – Jul. 2020**
Computer Science (A), Media Studies (B)

Cambridge Technical IT Introductory Diploma, Little Heath School **Sept. 2018 – Jul. 2020**
Distinction

Additional Qualifications, BFI Film Academy **Jan. 2019 – Mar. 2019**
NCFE Level 2 Award in Preparing to Work in the Film Industry

Extra-Curricular Activities and Interests

- Attended BFI Film Academy at Pinewood Studios, Iver (see Education)
- Operated lights and sound for multiple amateur dramatic productions
- Partook in the National Citizen Service Challenge in 2018
- Was a member of a Scout group, at times assuming a leadership role
- Enjoys playing video games

References available upon request