

Lexi Frick

Portfolio

PUBLIC RELATIONS



Agenda

- ➊ About Me
- ➋ Resume Highlights
- ➌ Work Experience
- ➍ Relevant Coursework
- ➎ What's Next?



About Me

- Strategic thinker
- Thrives in group settings
- Strong communicator
- Proactive and adaptable
- Enthusiastic
- Obsessed with cats



Resume Highlights



Account Coordinator
Paolucci Salling & Martin



Account Executive
Allen Hall Public Relations



Global Member Services Intern
Fabletics · Internship



Sales Associate
Orangetheory Fitness · Part-time



Production Assistant
MNRK Music Group · Freelance

LEXI FRICK

Redondo Beach, CA | +1 (310) 403-6175 | lexifrick@gmail.com | [Linkedin](#)

WORK EXPERIENCE

Paolucci Salling & Martin – Marketing **Account Coordinator** – Hermosa Beach, CA

09/2025 – 02/2026

- Supported the full rebrand of a billion-dollar homebuilding company, executing integrated marketing efforts during the transition from New Home Co. to Risewell Homes.
- Managed marketing initiatives across Washington and Florida (33 neighborhoods), leading weekly client strategy meetings that contributed to record-high monthly sales.
- Led social media content creation and rollout, writing captions, coordinating creative, and aligning organic social strategy with sales goals during the rebrand.
- Wrote conversion-focused copy for HubSpot email campaigns, paid media, websites, SMS, and social, supporting floorplan launches, pricing announcements, and incentives.
- Collaborated cross-functionally with design, video, and production teams, managing workflows and timelines through Basecamp and Monday.com from concept through launch.

Allen Hall Public Relations – **Account Executive** – Eugene, OR

09/2024 – 04/2025

- Crafted press releases to promote upcoming performances, pitched and placed media coverage in broadcast and print media for Lane Community College Student Production Association
- Designed engaging Instagram graphics for posts and stories using Canva, leading to a 303% increase in profile visits
- Conducted media outreach by writing and sending email pitches to local reporters, leading to a full house at events

TechStyleOS | Fabletics, Savage X Fenty, JustFab - **Global Member Services Intern** – El Segundo, CA

06/2024 – 08/2024

- Sourced 200+ influencers for Fabletics' micro influencer program for TikTok/TikTok Shop and Instagram
- Conducted competitive research on over 40 brands regarding customer service policies for TechStyle brands, presenting actionable insights being implemented in customer service operations
- Fulfilled customer inquiries on Fabletics social media platforms, helping resolve merchandising questions
- Collaborated in celebrity events sponsored by Fabletics and developed social media content

Orangetheory Fitness - **Sales Associate** - Redondo Beach, CA & Eugene, OR

05/2021 – 09/2024

- Created and posted content for Orangetheory LA's Instagram, increasing following by 15% since 2021
- Conducted daily sales outreach via phone calls, email, text, and voicemail, closing 100+ membership sales
- Resolved customer complaints and requests, answering 20+ calls per shift while managing front desk

Production Assistant for MNRK Music - Los Angeles, CA

12/2023

- Worked alongside film director and Grammy Award winner Delilah Montagu to film her music video "Coffee"
- Handled set-up and break-down of props and equipment, ran errands, created schedules and coordinated/pick up lunches for crew and artist

EDUCATION - **University of Oregon**, School of Journalism & Communication

09/2021 – 03/2025

Bachelor of Science, Public Relations | Minor: Psychology | Dean's List

GPA: 3.92

SKILLS

MS Office, Excel, Slack, Teams, HubSpot, Adobe Premiere, Monday.com, Basecamp, WordPress, Muck Rack, Qualtrics

PSM Communication Arts

Marketing Account Coordinator

Sept 2025 -Feb 2026



Billion-Dollar Rebrand

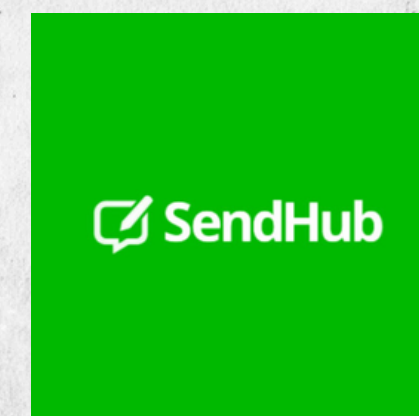
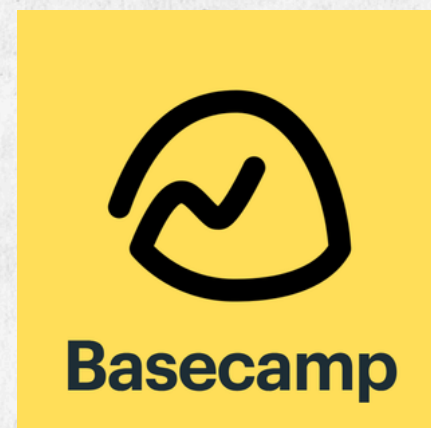
Translated a **full company rebrand** into cohesive, customer-facing marketing across digital, social, and campaign channels.

Multi-Market Campaign Execution

Executed **integrated marketing initiatives across 33 neighborhoods** in WA and FL, balancing regional needs with brand storytelling.

Messaging & Performance

Developed **email, SMS, paid, and digital messaging** to guide prospects through the buyer journey and support sales goals.




Deliverables

Zillow Ad Copy

Zillow Ad Example

Buy vs. Rent


Sponsored



From the Mid \$300,000s

New townhomes for sale: combining convenience & value in St. Cloud

[Visit website](#)



Rebrand Teasers



< risewellhomes





SOMETHING NEW IS ON THE RISE!

eCard Design & Copy



**Thoughtful Designs
Made For You.**

Marion Ridge is now offering exclusive architectural enhancements unlike anything else in Haines City. Purposefully reimagined layouts and modern design elements come together to offer a **distinctive living experience** designed for today.

Organic Social



risewellhomes

risewellhomes · Original audio



YOU'RE INVITED!

**MODEL HOME
GRAND OPENING:
COUNTRY CLUB ESTATES,
PALM BAY, FL**







risewellhomes

AudioCoffee Band · Uplifting Christmas



YOU'RE INVITED:

**Holiday Sales
Event**

**UNWRAP A 3.99%
(5.663% APR)
INTEREST RATE!**



 31  2  2  5



→ Competitive Research

Conducted **extensive research** on **40+ competitor brands'** customer service platforms

→ Brand Partnerships

Assisted in **international expansion**, coordinating PR packages, and event planning

→ Influencer Marketing

Strategized ways to **elevate influencer program** and **sourced influencers**.

Fabletics Internship

Global Member Services Intern

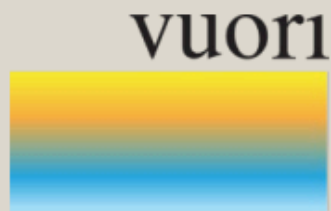
June-Aug 2024



Project Overview

Thesis

Evaluate competitive landscape across policy, operations and technology to determine enhancements in customer service capabilities for TechStyle Fashion Group brands.



TSOS Customer Service Overview

Service Channels, Key Policies and Programs



RETURN AND EXCHANGE POLICY

- **90 Days:** Fabletics, YITTY, Scrubs, SXF
- **60 Days:** JustFab
- **30 Days:** Guests



HOURS OF OPERATION

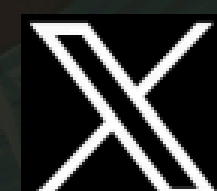
- **24/7:** All service channels in NA
- **9am-5pm:** EU



FL LOYALTY PROGRAM





- Free returns & Exchanges within 90 days
- VIP Member-only pricing
- Fabletics FIT app
- Free shipping over \$49.95
- Access to VIP Events & parties

Service Channels



Compet it or Comparison (Chat)

Fabletics vs. Compet it ors

	 FABLETICS		 lululemon	 GYMSHARK
Average Response Time	<ul style="list-style-type: none">Assigned in 3 mins~2 mins for responses	<ul style="list-style-type: none">21 in cue, waited 5 mins1-2 mins for responses	<ul style="list-style-type: none">Assigned within 1 min2-5 mins for responses	<ul style="list-style-type: none">AI assigned firstAgent response after 8hrs
Formality	<ul style="list-style-type: none">Formal responses	<ul style="list-style-type: none">Semi-informal	<ul style="list-style-type: none">Semi-formal	<ul style="list-style-type: none">Formal and email format
Language	<ul style="list-style-type: none">Professional, friendlyNo typos	<ul style="list-style-type: none">Friendly, casual and enthusiasticNo typos	<ul style="list-style-type: none">Bot-like & professionalMany typos/broken English	<ul style="list-style-type: none">Friendly, professionalNo back-and-forth convoNo typos
What happens when ignoring chat?	<ul style="list-style-type: none">2 mins before follow-up, then ends chat w/ no countdown	<ul style="list-style-type: none">Waits 2 mins, before a 3.5 min count to end chat	<ul style="list-style-type: none">2 mins before follow-upends chat after 11 no countdown	<ul style="list-style-type: none">NA
Access to Chat?	<ul style="list-style-type: none">Cannot access previous chats	<ul style="list-style-type: none">Access to transcript	<ul style="list-style-type: none">Can continue to access chat until manual exit	<ul style="list-style-type: none">Can access previous chats to date



Brand Voice/Team Culture

Brand Voice through Technology...

KEY FINDINGS

- Our customer service channels focus on formality
- Competitors had typos and lacked sentence structure in chat
- Agents do not have immediate solutions for out-of-stock items
- TSOS brands are the only who offer 24/7 customer service in NA

RECOMMENDATIONS

- Consider implementation of brand voice/personality
- Continue prioritizing sentence structure but with more enthusiasm in chat
- Agents can upsell products
- Investigate if we should keep 24/7 service



CONFIDENTIAL

Skills Gained

→ Sourcing Influencers

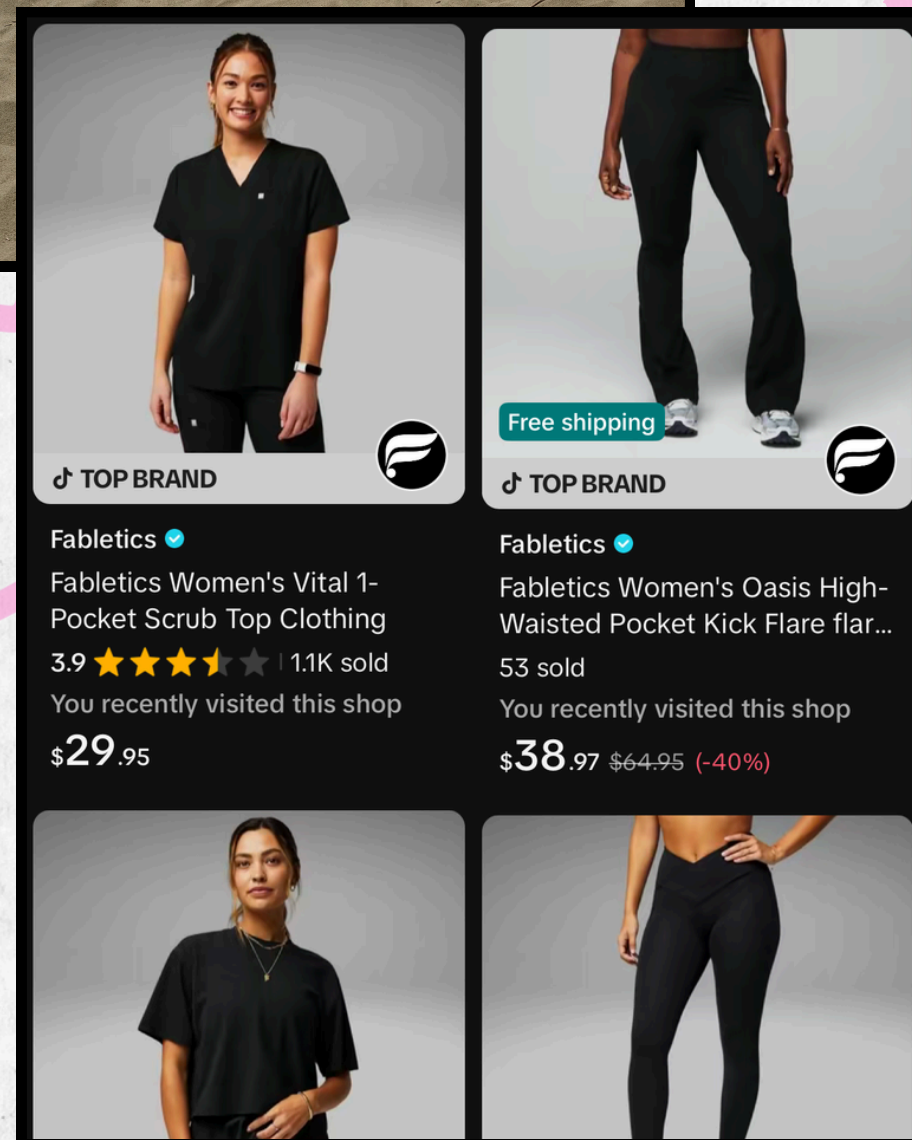
Sourced **200+ micro-influencers** for TikTok Shop & IG resulting in **\$10.5K GMV** with **1k sales** in Q3.

→ Professionalism

Cross-department **collaboration**, **organization** in the workspace, **communicating/scheduling** meetings with higher-ups.

→ Research

How and what to **research** on competitor brands, **synthesizing** insights, **presenting** insights to a large audience





Allen Hall Public Relations

Account Executive
Sept 2024-April 2025

→ Media Relations

Created and pitched media content

→ Social Media Strategy

Strategized, designed and created **engaging content** for LCC SPA.

→ Event Coordination

Promoted events through calendar listings, local businesses, and schools

Press Releases

Lane Community College Student Production Association Presents “Winter Shorts”
FOR IMMEDIATE RELEASE

Eugene, Ore. – Lane Community College Student Production Association (LCC SPA) is back with its winter term production, “Winter Shorts.” This collection of short plays highlights creativity and collaboration from all the SPA and community members. This showcase aims to highlight the next generation of future theatre professionals. All 10-minute plays have been written and directed by our community’s very own students, exploring the themes of home, family, identity, addiction, and self-transformation through various genres. This year will also feature a 10-minute devised piece exploring the integration of AI into our society.

The performances will take place at the Blue Door Theater on Lane Community College’s Main Campus on the following dates and times:

- February 13–15th at 7:30 p.m.
- February 16th at 2:00 p.m.

This year’s selection of short plays explores themes of identity, relationships, personal transformation, and more, featuring a diverse range of genres from heartfelt drama to dark comedy. It will also feature a 10-minute devised piece exploring the integration of AI into our society.

“Winter Shorts” offers an intimate exploration of human connections through dynamic storytelling and compelling performances featuring written plays by Indigo Rael Hilton, Anison Reeves, Laura Leader, Levi Stewart, and Bea Morris.

Join us to watch the next generation of theatre professionals! Admission is free to all, but cash donations are greatly appreciated. There is no need to reserve seats in advance. Please arrive at least ten minutes before the curtain. Late seating is not available. For any additional information, please contact haimbachb@lanecc.edu.

Media Coverage!



Email Pitches

Hi Samantha!

I hope this email finds you well. My name is Lexi Frick, and I am reaching out to you on behalf of the PR team for Lane Community College’s Student Production Associations (LCC SPA) upcoming show, “Winter Shorts.” I wanted to see if you would be interested in sharing this exciting showcase of student-driven theatre with your audience.

“Winter Shorts” is a collection of original 10-minute plays written and directed by Lane’s very own students, highlighting themes of home, family, identity, addiction, and self-transformation. This year, they are also featuring a specially devised piece exploring the integration of AI into society. With a mix of heartfelt drama and dark comedy, the production offers a compelling and diverse storytelling experience. **The performance will occur at the Blue Door Theater on Lane Community College’s main campus, Feb. 13-15th at 7:30 pm and Feb. 16th at 2 pm.**

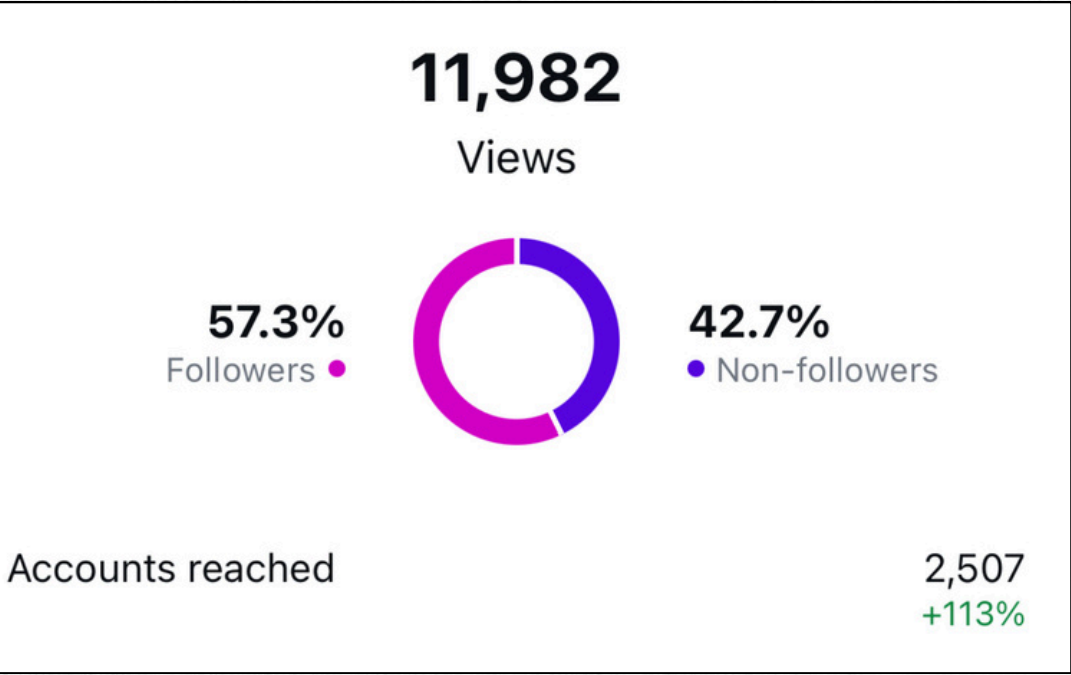
As a respected media organization, we would greatly appreciate any coverage of “Winter Shorts” to help share the work of aspiring theatre professionals with the community. This production serves as a platform for the next generation of theatre professionals, and your support could help amplify their work within the community and beyond.

If you’re interested or have any questions, please don’t hesitate to contact me directly at lfrick2@uoregon.edu. I have attached the official press release with further details. Thank you for your time and consideration. I look forward to the possibility of working with you!

Warm regards,

Lexi Frick
Account Executive
Lane Community College Student Production Association
lfrick2@uoregon.edu

Social Metrics





MNRK MUSIC

Production Assistant

Worked with Grammy-award-winning musician, Delilah Montagu, as a PA filming her music video “Coffee”

ROLES & DUTIES

- Preparation
- On-set Assistance
- Errands

SKILLS GAINED

- Strategic & Creative Thinking
- Ability to Work Under Pressure
- Attention to Detail



Relevant Coursework



Increase Gen Z engagement with Save the Bee by 35% within nine months

Strategy and Tactic One

Collaborate with other environmentally-friendly organizations to spread Save the Bee's mission.

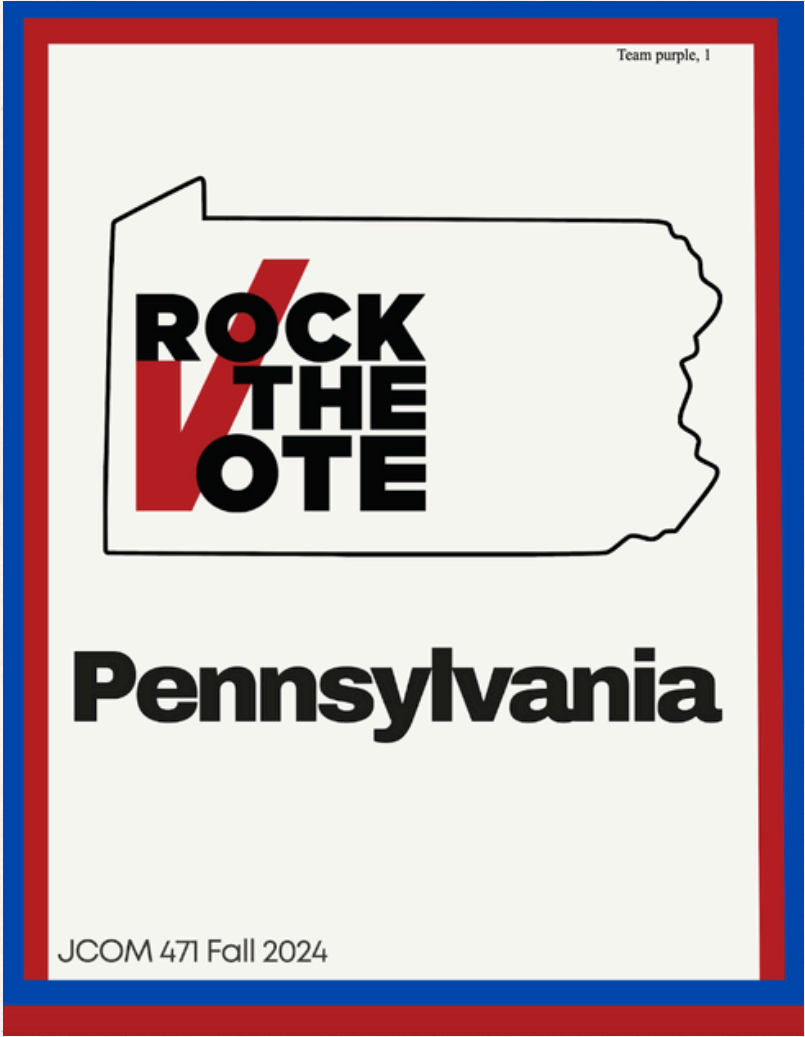
Tactics:

- Build a brand partnership with Honey Mama's, a Portland-based organic chocolate company that uses raw honey as a natural sweetener.
- Create a QR code that can be included on Honey Mama's packaging that will direct users to Save the Bee's website.
- The website will display the map of where the Honey Mama's chocolate is from and include the different bee species in that area.



*This QR code and AR map can also be executed with existing food partners such as Mary's Gone Crackers, Nancy's Probiotic Foods, Back to Nature Plant Based Snacks, and more

Page 15



Empower young voters to participate in civic engagement by increasing voter education & engagement in the election cycle.

MTS

MANUAL THERAPY SPECIALISTS

"We are the PTs who PTs go to"

 1300 Post Road, Suite 103
Fairfield, CT 06824

GYMS					
Name	Distance from Of	Address	Priority	Feedback/Notes	Misc
The J Fitness	18 min drive	4200 Park Ave, Bridgeport, CT 06604	High		
Burn Boot Camp	12 min drive	1939 Black Rock Tpke, Fairfield, CT 06824	High		
Pure Barre	13 min drive	1876 Black Rock Tpke, Fairfield, CT 06824	High		
Orangetheory Fitness	10 min drive	525 Tunxis Hill Cutoff, CT	High		
Orangetheory Fitness	14 min drive	645 Post Rd E, Westport, CT, 06880	High		
The Edge Fitness Clubs	7 min drive	500 Kings Hwy Cutoff, Fairfield, CT 06824	Medium		
Equinox Southport	7 min drive	233 Old Post Rd, Southport, CT 06890	High		
F45	4 min drive	919 Post Rd, Fairfield, CT 06824	High		
StretchLab?	4 min drive	85 Mill Plain Road Fairfield, CT 06824	Low		
Birchwood Country Club	13 min drive	25 Kings Highway South, Westport, CT	High		GM: Danny Jones
Mill River Country Club	13 min drive	4567 Main St, Stratford, CT, 06614	High		
Redding Country Club	31 min drive	109 Lonetown Rd, Redding, CT 06896	High		
The Patterson Club	13 min drive	1118 Cross Highway Fairfield, CT 06824	High		
Brooklawn Country Club	13 min drive	500 Algonquin Rd, Fairfield, CT, 06825	High		

DOCTOR OFFICES					
Office	Specialty	Address	Distance from Of	Office Manager	Priority
Darien Signature Health	concierge	ATTN: Susan Murphy 53 Old Kings Highway North, Suite 205 Darien, CT. 06820	20 mins	Susan Murphy	High
Warren Steinberg Practice	concierge	ATTN: Maxine Steinberg 225 Main Street, Suite 202 Westport, CT 06880	17 mins	Maxine Steinberg	
Concierge Physicians of Westport	concierge	ATTN: Scherell Ferrigon 333 Post Road West, Lower Level Westport, CT 06880	14 mins	Scherell Ferrigon	
Wilton Internal Medicine	concierge	ATTN: Nancy Doyle 2 Kensett Avenue Wilton, Connecticut 06897	21 mins	Nancy Doyle	
Rejuvenating Fertility Center	Fertility	ATTN: Dr. Zaher Merhi, MD, FACOG, HCLD 225 Main St, #101 Westport, CT 06880	15 mins	?	
Illume Fertility	Fertility	ATTN: Cori Cooper 761 Main Avenue, Suite 200 Norwalk, CT 06851	20 mins	Cori Cooper	

Increase patient load and high-quality leads that align with MTS's service model and mission through social media, web content, & outreach

Orangetheory Fitness

Sales Associate

June 2021-Oct. 2024

- **Social Media**

- Created & posted Instagram content resulting in a **15% increase** in followers

- **Sales**

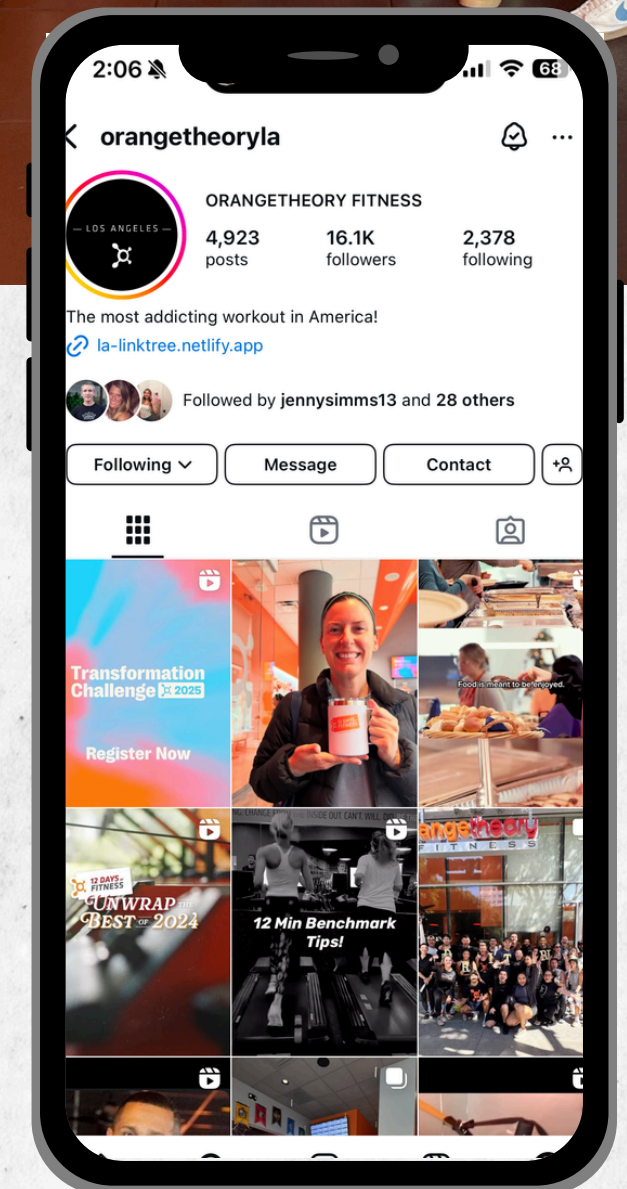
- Closed **100+ membership sales** from cold calls & walk-ins

- **Communication**

- Handled member concerns in person, via email, text, and calls

Skills Gained

- Customer Service
- Relationship building
- Time management
- Negotiation
- Quick thinking
- Data Analysis



What's Next?

INDUSTRY INTERESTS

My dream is to work in something that intersects **music and entertainment**; however, with a passion for **fitness** and an interest in **fashion**, my options are open!

LOS ANGELES/SOUTH BAY



LET'S CONNECT!



EMAIL

lexifrick@gmail.com



MOBILE

310-403-6175



LINKEDIN

www.linkedin.com/in/lexi-frick



**ME, WAITING FOR
YOUR LINKEDIN
REQUEST**