

LEXI FRICK

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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