



**ALEXANDRIA DICKSON**  
DIGITAL MEDIA & GRAPHIC DESIGNER

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## EXPERIENCE

**SOCIAL MEDIA, GRAPHIC, & WEBSITE MANAGER, *Sadie Green's***

August 2014-Present, Southbridge, MA

- Lead re-branding of website & establishment of all social media channels
- Creation and maintenance of Etsy & Amazon stores
- Photograph & edit images
- Update and maintain website
- Creation and execution of email campaigns
- Create all social media posts & graphics
- Create any print materials needed
  - Advertisements
  - Branding stickers
  - Business cards, store info cards
  - Jewelry cards
  - Mailers, signs & banners
  - Product catalogs

**FREELANCER, *The Center of Hope Foundation***

September 2018-Present, Southbridge, MA

- The Festive Home website re-design
- Update existing websites
- Photography
- Fundraising efforts

**FREELANCER, *The Gift Wrap Company***

August 2014-Present, Hudson, MA

- Editing, formatting, and style of Holiday 2017 product catalog
- Re-touch & silhouette images
- Design templates & assemble mock-ups
- Update & re-format files
- Creation of email blasts and product advertisements

**CREATIVE INTERN, *Eric Mower & Associates***

January 2014- May 2104, Buffalo, NY

**CREATIVE INTERN, *Travers Collins***

September 2013-December 2013, Buffalo, NY

## EDUCATION

**CANISIUS COLLEGE**

2010-2014 Buffalo, NY

Bachelor of Science in Digital Media Arts, Minor in Studio Art

## SKILLS

Adobe Creative Suite  
Basic HTML/CSS  
Color Theory  
Microsoft Office Suite  
Photography  
Social Media  
WooCommerce  
Wordpress

## MORE

AAF Academic Excellence Award Recipient  
Canisius Advertising Club, Vice President  
Advertising Club of Buffalo, Member  
Canisius Tennis Club, Member  
Canisius D1 Rowing, Member  
Sturbridge Historical Society, Member