

ALEXIS MONROE

EXPERIENCE

SENIOR SOCIAL MEDIA STRATEGIST

Auto-Owners Insurance | August 2019 - Present

- Led and mentored a cross-functional social media team, overseeing workflows, delegating projects based on capacity and strengths, and developing training materials to support ongoing professional growth.
- Directed analytics and reporting across all corporate social platforms, translating monthly and quarterly performance data into strategic insights, recommendations, and clear storytelling for stakeholders and marketing leadership.
- Guided end-to-end content strategy and execution, ensuring platform-specific best practices, brand voice consistency, goal alignment, and adherence to compliance and security standards across all social channels.

MARKETING MANAGER

Rassel-Daigneault Family Chiropractic | July 2018 - July 2019

- Design and distribute posters, ads, and other print and digital materials.
- Coordinate, advertise, and host company events.
- Construct and maintain social media campaigns and promotions.

DIRECTOR OF MARKETING & DIGITAL MEDIA

Student Alumni Council | August 2017 - May 2018

- Create promotional materials, plan, and coordinate for campus events and social media campaigns.
- Create strategy briefs, content calendars, tangible goals, and other tools to assist in managing media for the council.
- Lead council meetings and group discussions in a committee on a weekly basis as well as the entire council on a monthly basis.

CONTACT

419.913.6098
alexischristysau@gmail.com
721 Clark Rd.
Lansing, MI 48917



www.alexismichellemonroe.com



[linkedin.com/in/alexis-christy](https://www.linkedin.com/in/alexis-christy)

EDUCATION

BA VISUAL COMMUNICATIONS

Spring Arbor University

Class of 2018 | Spring Arbor, MI

LICENSES & CERTIFICATIONS

THE INSTITUTES

Introduction to Risk Management

HOOTSUITE

Enterprise Certification
Social Listening

SKILLS

