

ALEXIS MONROE

SOCIAL MEDIA STRATEGY & EXECUTIVE COMMUNICATIONS

CONTACT

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SUMMARY

Senior Social Media & Content Strategist with 7+ years leading data-driven social strategy for a Fortune 500 insurance company. Expertise in content strategy, executive communications, employee advocacy, social analytics, and cross-functional leadership, translating insights into high-performing campaigns that drive measurable business results.

EDUCATION

Spring Arbor University
2014-2018

- BA Visual Communications
- GPA: 3.7

WORK EXPERIENCE

Auto-Owners Insurance

Senior Social Media Strategist	2024 - PRESENT
Social Media Strategist	2021 - 2024
Associate Social Media Strategist	2019 - 2021

- Lead a cross-functional team of social strategists while owning enterprise social content strategy, developing platform-specific campaigns, managing workflows, mentoring team members, and partnering with creative stakeholders to deliver high-impact marketing initiatives aligned with business objectives.
- Direct enterprise social media analytics across multiple platforms, translating performance data into actionable creative recommendations, campaign optimizations, executive-level reporting, and data-informed content strategies that drive engagement.
- Launched and scaled employee advocacy and executive thought leadership programs, partnering directly with the CEO and President/CIO to develop and execute end-to-end LinkedIn strategies generating over 500K annual impressions, 12K engagements, and 4.4K followers while strengthening executive presence and brand visibility.

Rassel-Daigneault Holistic Health Center

Marketing Manager	2018-2019
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- Developed and executed integrated marketing campaigns across print, digital, email, and social media to increase brand awareness and patient engagement.
- Designed promotional materials and social media content that maintained brand consistency.
- Planned, promoted, and coordinated community events and patient outreach initiatives to support business growth.

SKILLS

- Executive Communications
- Social Media Strategy
- Content Strategy
- Employee Advocacy
- Cross-functional Leadership
- Social Analytics
- Community Management
- Brand Storytelling
- Copywriting
- Trend Analysis
- Short-form Video
- Meta Business Suite
- Meta Ads Manager
- Hootsuite Enterprise
- Adobe Creative Suite
- Canva
- ChatGPT