



alexis jade levy
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EXPERIENCE

CBS Interactive, San Francisco, California

Campaign Manager, Ad Operations – *September 2016 – present*

- > Manage digital advertising campaigns in DoubleClick DFP ad server across all CBSi owned platforms including CBS.com, CBSSports.com, and TVGuide.com.
- > Troubleshoot and monitor creative to ensure adherence to specifications and proper tracking.
- > Project manage multiple campaigns simultaneously and work closely with Account Coordinators, Ad Product Managers, and Sales.

Walt Disney Studios Motion Picture Marketing, Burbank, California

Marketing Coordinator, Creative Print Services – *November 2013 – September 2016*

- > Coordinated production for all live action motion picture print marketing campaigns (one-sheets, in-theatre materials and outdoor) across Disney, Marvel and Lucasfilm.
- > Managed 100K+ budgets, print production schedules, print color, specifications, press checks, delivery, and installation of print marketing campaign pieces.
- > Manipulated design files when necessary to ensure a high-quality product was produced to meet tight deadlines.
- > Responsible for internal and external communication to key stakeholders, strategy leads, filmmakers, talent, legal and various vendors to ensure cohesiveness on each project.
- > Acted as Director/Lead during manager's maternity leave spearheading campaigns such as Star Wars The Force Awakens, The Jungle Book, and Captain America Civil War.

Midnight Oil Creative, Burbank, California

Jr. Campaign Manager – *February 2013 – September 2013*

- > Support and facilitate internal workflow of campaigns and projects.
- > Serve as project manager support on large accounts, helping to manage budgets, schedules, and job tracking.

EDUCATION

California Polytechnic State University, San Luis Obispo – 2008–2012

Bachelor of Science, Graphic Communication

Design Reproduction Technology Concentration

Cal Poly Visual Arts Study Abroad London, UK *Summer 2010*

SKILLS

Adobe Creative Suite: Illustrator, Photoshop, InDesign, Dreamweaver, DoubleClick For Publishers, Operative, Mac OSX, Windows, Microsoft Office, HTML, CSS

LEADERSHIP

CBSi This Is Now Growth & Mentorship Group – 2016–present

- > Learning and development resource for CBSi employees. Organize presentations featuring company leaders discussing various topics. Create and design original posters for each event.

Cal Poly Woman's Soccer Club Travel Manager – 2009–2010

- > Organized trips created schedules and transportation assignments.

Alpha Epsilon Phi Cal Poly Chapter, Alumni Member – 2010–present

Co-Athletics Chair, 2011

Cal Poly Greek Week Committee, 2011 Senior Events Coordinator, 2012

Founding Sister of Alpha Epsilon Phi at Cal Poly, 2012

Week of Welcome Orientation Leader, 2009

Completed over 40 hours of training in preparation for co-leading incoming freshmen for orientation week. Planned numerous activities to help new students transition into college.