

# Alexis De Ocampo

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## EDUCATION

**Columbia College Chicago, Chicago, IL**

B.A. Advertising | Management & Strategy

GPA 3.8-4.0 | Dean's List

**Expected Graduation May 2026**

## RELEVANT COURSEWORK

**NRF University Challenge | Top 10 National Semi-finalist (2025-2026) |**

**Spring 2025**

- Synthesized audience, competitive, and performance data from secondary databases and Qualtrics XM into digestible insights supporting media rationale, positioning, and client-facing pitch deck for Macy's national brief
- Conducted audience segmentation and competitive framing using Excel to organize and filter survey data, translating findings into targeted campaign messaging and channel rationale

**Agency**

**Fall 2025**

- Compiled audience and competitive data to support media planning rationale for client Culture City, aligning consumer insights with creative brief, messaging, and channel strategy
- Developed SEO and content performance guide; organized keyword, metadata, and competitive data to support discoverability—maintaining clear, navigable working files throughout

**Advertising and PR Strategies**

**Fall 2025**

- Led research for Krispy Kreme After Hours integrated mock campaign; used Excel to organize 100+ survey responses, translating findings into audience segmentation insights and client-facing rationale decks
- Developed Uber x Spotify partnership strategy, summarizing competitive and audience data into digestible inputs for the team across paid, earned, shared, and owned channel roles

## EXTRACURRICULAR & LEADERSHIP ACTIVITIES

**Asian Alliance, Chicago, IL | Vice-President |**

**July 2025-May 2026**

- Organized 15 events per semester; maintained internal operations by aligning officer responsibilities, timelines, and documentation to maintain execution quality throughout the semester
- Tracked platform performance data to assist social media manager, contributing to a 20% increase in social media visibility and engagement through data-informed content decisions

## WORK EXPERIENCE

**TRIO, Chicago, IL | Peer Assistant |**

**August 2025-May 2026**

- Compiled program demographic and psychographic data in Excel to flag trends and suggest improvements to communication, programming, and resource guides for TRIO staff
- Contributed to a 95.48% retention rate by supporting planning and email outreach through organizing and analyzing program data in Excel and summarizing key takeaways to inform team decisions

**Bath & Body Works, Schaumburg, IL | Seasonal Keyholder |**

**December 2023-January 2026**

- Managed omni-channel tasks including BOPIS/order pickup, ensuring accurate staging, timely handoff, and updated operational logs across multiple workstreams simultaneously
- Trained and coached seasonal associates on product knowledge, selling behaviors, and store standards, supporting consistent floor performance and clear team documentation