

Alexa Barker

**Content Creator,
Marketing,
New York, NY**

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Overview

New York City-based content creator and marketing associate focused on Black and Brown community, culture, and education. My experience centers athleisure, streetwear, lifestyle, and cultural content, with a track record of steadily increasing engagement through genuine storytelling and editing.

Experience

Lifestyle Content Creator

JANUARY 2019 - PRESENT, NEW YORK, NY

- Orchestrate dynamic content strategy for personal Instagram and TikTok accounts, maintaining consistent brand voice
- Producing engaging posts and stories through videography and photography, with 50% follower increase in 12 months
- Collaborate with brands, such as Aunt Jackie's Curls and Coils to produce sponsored content, with over 12.3k accounts reached
- Utilize SEO strategies to increase visibility and follower counts on both platforms

Nike Inc. / Marketing Consumer Service Athlete

OCTOBER 2016 - PRESENT, NEW YORK, NY

- Spearheading premium customization events serving 20-30 guest professional athletes and companies, including BET and Facebook
- Nike Community Ambassador with P.S. 21 for 4 years; created original curriculum for students grades 2-5 focused on Social and Emotional Development through sports
- Empowering the marketing committee and mentoring students at Nike Soho to ensure company standards in branding and promote conversion
- Analyzed sales data and converted it to actionable insights as a Nike Expert on Demand

Culture Con / Talent Associate

OCTOBER 2023, BROOKLYN, NY

- Liaison between talent and management, coordinating meetings between vendors and clients
- Assisted Digital Marketing Team with content coordination for talent, meeting content schedules

Memorial Sloan Kettering / Campaign Manager, *Make It Whole*

DECEMBER 2015 - MAY 2016, NEW YORK, NY

-Managed 10 people for a campaign with SYNC Media; ensured campaign held cohesive messaging

-Organized event to raise awareness for DACA students of City College of NY

-Created press releases and presentations for over 30 media representatives, along with a 90-page campaign overview

Education

The City College of New York / B.A. - Advertising, Public Relations
JUNE 2016

The Boyd Initiative / Cohort 28, Advertising/Media
SEPTEMBER 2022, NEW YORK, NY

Media

True to Us - Model for Complexland, 2022

Nike and SNKRS App - Content selected three times for in-app promotion

Nike - Instagram Ad feature, 2022

Creative director - Personal Nike shoot, reaching over 14k accounts