

Lexi Dowdall

» Content Fanatic · Social Media Maven · Storyteller «

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Portfolio: www.kapowder.com

EXPERIENCE

Freelance Writer & Social Media Consultant *Jan 2016—Present*

Content Creator/Storyteller/Freelance Program Management

- Managing, creating, and sharing social media content for clients on a freelance and contractual basis
- Authoring content for blog posts, email marketing campaigns, social media and press releases
- Beta Tester for [Steller Stories App](#)
- 2nd choice for Columbia Sportswear's [Director of Toughness](#) position (over 4,000 applicants)
- Untrodden [Explorer](#) - content creator for unique and exotic lodging properties with Untrodden
- Clients include Subaru, International Freeskiers & Snowboarders Association (IFSA), Powder Magazine, Orsden, Positive Advertising (UK), Visit Salt Lake, Cotopaxi, Mountain Hub, Springbar Canvas, GearDryer, Panic Button Media, and Social5

Backcountry.com *Oct 2011—Feb 2016*

Social Media Manager *Sept 2015 - Feb 2016*

- Singlehandedly curated and managed social media for Backcountry.com on multiple platforms including Instagram, Steller, Facebook, Twitter, and Pinterest. Maintained a posting cadence of 3-4 posts daily
- Created and implemented a posting calendar, content strategy, and reporting metrics for Backcountry.com's social program.
- Surpassed social revenue goals for Q4 by 66% in 2015
- Added 55k followers to Backcountry's Instagram account, growing audience by 49% in 4 months
- Early adopter for Steller Stories App, gaining 13k followers in 7 months

Marketing Writer *Feb 2015-Sept 2015*

- Authored content and copy for website promotions, promotional emails, and brand stories
- Wrote articles for the Explore Page encompassing gear 101, trip reports, humor, culture, and more
- Co-authored the Backcountry.com Journal Email, a promotional email with the highest open rate of any email type sent (41%) and increased sales demand for featured products (gear) by 79% on average

Community Manager *Sept 2013-Feb 2015*

- Created this position to manage all incoming UGC product reviews on Backcountry.com
- Designed and implemented a product testing program for 50+ influencers. Field testing resulted in increased conversion and enhanced SEO value while strengthening relationships with both vendors and influential customers

Customer Service Gearhead and Gearhead Operations Team Lead *Oct 2011-Aug 2013*

- Promoted to Team Lead managing 30 sales reps after 9 months of employment as a sales Gearhead
- Executed sales coaching, product education, and weekly performance reports for the team I managed

The Tutoring Toy Shoppe *Aug 2009—Oct 2011*

Manager

- Fostered customer relationships and provided excellent service to a diverse customer base
 - Launched the first Facebook page for The Tutoring Toy. Responded to all customer service inquiries and maintained online reputation/reviews
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EDUCATION

University of Puget Sound on Puget Sound's President's Scholarship

Bachelor of Science, Biology earned May 2008