Lexi Hittle

(620) 952-2764 | lexireigh13@gmail.com

EDUCATION

Washburn University
4.0 GPA Expected December 2026

Bachelor of Arts in Mass Media with a concentration in Advertising and Public Relations; Minor in Religious Studies

EXPERIENCE

Content Creator
lexi_reigh13 January 2026 - Present

- Plan, record, and edit social media videos and carousels
- Analyze analytics and research content strategies
- Create user-generated content (UGC) and a media kit for future use

Washburn University Student Media
Marketing Manager May 2025 - Present

- Plan eight events and handle promotions
- Create content strategies and perform analytics reports for social media
- Sell and manage advertising revenue for the organization

Content Creator and Copy Editor August 2024 - May 2025

- Designed social media graphics and produced reels for the organization
- Edited stories in AP style and wrote articles

Washburn University College of Arts and Sciences
Social Media Intern August 2026 - Present

- Create content and new branding strategies for social media

Western Kansas Baptist Association
Marketing Intern May 2026 - July 2026

- Worked on updating and designing websites using WordPress
- Provided notes and audits for churches' digital footprint via research and analytics

Pioneer Communications
Marketing Intern May 2024 - August 2024 & December 2024 - January 2025

- Helped plan events and brainstormed promotion strategies
- Researched competitors and scanned documents

SKILLS

- Adobe Premiere
- Social media analytics
- CapCut
- Canva
- Brand strategy
- Marketing research