



# ALEXIS LANGENDORF

## Multimedia Content Creator & Communication Strategist

### CONTACT

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### EDUCATION

#### BACHELOR OF ARTS Multimedia Journalism

University of Wisconsin Oshkosh

Law & Policy minor  
Spanish Certificate  
GPA: 3.9

- President, Pre-Law Society
- Editor, Advance-Titan
- Member, Kappa Tau Alpha  
Academic Honor Society

### SKILLS

Web Development  
(WordPress, WiscWeb, Drupal)

Social Media, SEO & Analytics

Graphic Design (Adobe Creative  
Suite, Canva)

Photography, Videography,  
Editing, Livestreaming

Email Marketing (MailChimp,  
Oracle Eloqua)

Administrative Tools (Microsoft  
Suite, Google Suite, Qualtrics, SIS)

Project Management (Monday,  
Microsoft Teams & Planner)

### WORK EXPERIENCE

#### MULTIMEDIA COMMUNICATIONS SPECIALIST Sep. 2022 - Present UNIVERSITY OF WISCONSIN-MADISON Full-time

- Create, manage, and publish engaging multimedia content across web platforms, newsletters, and social media to promote events, news, initiatives, and academic programs internally and externally.
- Collaborate with faculty, staff, and leadership to translate complex academic initiatives and subject matter into clear, engaging messaging.
- Manage design projects and promotional materials including graphics, videos, flyers, and digital assets aligned with institutional branding using tools like Adobe Creative Suite or Canva.
- Coordinate communication timelines and messaging for donation campaigns, announcements, and event promotion.
- Provide comprehensive administrative support encompassing purchasing and transaction management, event coordination and scheduling, handling inquiries, liaising with affiliates, and maintaining an efficient office environment.

#### WEB DEVELOPMENT ASSISTANT Jan. 2023 - Present AFRICAN LITERATURE ASSOCIATION Part-time

- Ensure website and associated web applications remain fully operational, secure, and optimized for usability and performance.
- Collaborate with stakeholders to update web content and publish blog posts, news, announcements, and media assets.
- Regularly update WordPress website software, themes, and plugins to ensure security, compatibility, and performance.
- Develop and maintain conference registration systems, streamlining attendee sign-up and payment using custom-built forms and workflows.
- Support livestream production of academic lecture series, including technical planning, setup, and troubleshooting to ensure a seamless viewing experience.

#### STUDENT FREELANCE WRITER Dec. 2021 - May 2022 COLLEGIATEPARENT

- Collaborate with a content editor to pitch original article topics valuable to readers
- Produce high-quality, personable articles that reflect the writing style and tone of CollegiateParent's brand voice

#### EDITOR Jan. 2021 - Aug. 2021 ADVANCE-TITAN

- Promoted from News Writer (Sep. 2020 - Jan. 2021) to mentor and develop writers through story assignments and article revisions
- Collaborate with editors, writers, and faculty to plan and produce content and ensure consistent layout, quality, and accuracy in design for digital and print formats