Alexys Dew

SOCIAL MEDIA MANAGER

Wellington, FL

Social media manager with multi-brand agency experience across hospitality, retail, real estate, healthcare and sports. Skilled in creative direction, short-form video, brand-specific copywriting and AI-assisted workflow design that streamlines marketing operations.



Contact

(561)-797-9705
alexys@alexysdew.com
alexysdew.com

Skills

Content Planning
Copywriting
Graphic Design
Creative Direction
Short-Form Video
Photography
AI Workflow Automation

Tools

Canva
CapCut
Metricool
Trello
ChatGPT
Claude
Google Workspace

Experience

MARKETING MANAGER
So Chill Media
DEC 2025 – NOV 2026

- Created social content for 15 brands across hospitality, retail, real estate, construction and sports.
- Planned calendars, wrote brand-specific copy and created Reels, Stories and promotional graphics.
- Designed, implemented, and tested custom Claude-powered marketing workflows to streamline content monitoring, product discovery, styling recommendations, and social media scheduling.
- Styled boutique looks, led shoot planning and coordinated creative revisions with editors and clients.

SOCIAL MEDIA MANAGER
Animal HealthCare Center
MAY 2023 – PRESENT

- Created educational Reels, Stories, carousels and seasonal social media promotions.
- Wrote client-friendly copy promoting preventive care, appointments and engagement.
- Developed a three-month proposal covering research, SWOT, strategy, budget and KPIs.
- Boosted Meta posts using targeted audiences and client-approved budgets.

SOCIAL MEDIA MANAGER
The Clark Team | Keller Williams
MAY – AUG 2023

- Created and published branded social content, supported engagement and maintained visual consistency.

Education

University of Florida
M.A. Mass Communication (Social Media)
DECEMBER 2025
GRADUATE CERTIFICATE, SOCIAL MEDIA MANAGEMENT

University of Florida
B.S. Microbiology & Cell Science

Certifications

AI Foundations | OpenAI Academy (2026)
Applied AI Foundations | OpenAI Academy (2026)

References

Available upon request