

# LEXIE SHAMIR

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## SUMMARY

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Detail-oriented and enthusiastic administrative and social media management professional with a strong passion for problem-solving, learning and creativity. Seeking a role where I can contribute to a company's success and grow my skills in a collaborative and positive environment.

## WORK EXPERIENCE

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### Social Media Specialist

*The Container Store - Dallas, TX*

*Oct. 2025 - Present*

- Develop and refine organic content planning, strategy and campaigns with the team and own short-form videos, photos, and graphics content creation that reflect brand priorities and social trends
- Analyze listening dashboards, track key KPIs and report insights weekly
- Stay on top of platform updates, competitor activity, and cultural trends to inform ideas
- Collaborate cross-functionally to ensure campaigns translate into organic social content

### Voice Over Demo Reel Creator

*Freelance - Dallas, TX*

*Jan. 2022 - Present*

- Foster a supportive and engaging atmosphere for clients, resulting in increased satisfaction and repeat business
- Maintain invoice records of numerous clients to keep track of payments
- Grow clientele from across the US to worldwide, working with clients in various countries through online outreach
- Write custom scripts of different genres, direct talent, sound mix and design graphic visuals for each client
- Clients gain talent agency representation, book work and land on talent rosters with my product

### Head of Submission Materials, Social Media Manager

*Record U Studios - Dallas, TX*

*Sept. 2024 - Present*

- Communicate with prospective and current demo reel clients and track their sales and project process to ensure they are helped timely and effectively
- Conduct other administrative and marketing tasks as needed resulting in focused efforts
- Capture and create content for company social media channels, tracking KPIs and analytics to inform strategy
- Collaborating with social media team, delegating and approving of their content in a timely manner

### Senior Communications Specialist

*University of North Texas - Denton, TX*

*Nov. 2023 - Jan. 2025*

- Manage UNT's main social handles and oversee strategies for Instagram, X, and Facebook
- Lead organic content creation, schedule posts and serve as a customer service representative on platforms
- Increase engagement, reach and impressions on all platforms by using trends and creating successful campaigns and reporting on KPIs and other metrics bi-monthly
- Handling crisis communications to ensure safety and keep students, alumni and families informed

### Senior Social Media Intern

*Southern Methodist University - Dallas, TX*

*Jan. 2022 - May. 2023*

- Brainstorm and shoot content for marketing purposes on various social media platforms for SMU
- Manage student-run platform Students of SMU and train team of junior interns
- Run the successful "Students of SMU" spotlight campaign targeting prospective students
- Keep an eye on trends, brainstorm content to increase metrics and attend student events to capture content

## EDUCATION

*Aug. 2019 - May 2023*

### Bachelor of Fine Arts in Film and Media Arts, Minor in Advertising

*Southern Methodist University - Dallas, TX*

- GPA: 4.0 | Summa Cum Laude | Engaged Learning Grant Winner | Second Century Scholar

## SKILLS

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<b>Software</b>	Final Cut Pro, Premiere Pro, Capcut, Adobe Express, Canva, Davinci Resolve, Audacity
<b>Management Tools</b>	Google Workspaces, Microsoft Office, Asana, Trello, Salesforce, Meta, Sprout Social
<b>Other Skills</b>	Talent Management, Time Management, Collaboration, Adaptability, Creativity