

# Alexis Lay

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## EDUCATION

### Emory University, Goizueta Business School

Atlanta, GA

Master in Management

May 2025

**Relevant Courses:** Accounting, Business Communications, Business Leadership, Finance, Data Science, Marketing, & Science of Wellbeing

### Wake Forest University

Winston-Salem, NC

Bachelor of Arts in Politics & International Affairs

May 2024

Wake Forest Women's Track & Field

## RELEVANT PROFESSIONAL EXPERIENCE

### Rise Against Hate

Remote

Legal Intern

Sept. 2024 – Jan. 2025

- Investigated historical and legal precedents regarding the *SCOTUS v. Bruen* case and prepared detailed memoranda that analyzed the legal implications in New Jersey
- Collaborated with legal interns, law students, and attorneys to write legal arguments into understandable language
- Synthesized data from OPRA requests, and empirical studies to publish a research study on racial discrimination in the issuance of permits to carry in New Jersey on *Harvard Dataverse*

### Youphoria

Remote

Marketing Intern

October 2024 – November 2024

- Modify new marketing strategies that were easily accessible to client based such as print advertising, content marketing, and direct mail campaigns increasing membership by 30%

### Sally's Beauty, Inside Sales

Alpharetta, GA

Inside Sales & Beauty Advisor Associate

Jun. 2024 – Aug. 2024

- Ensured customers were informed and enrolled customers in Sally Beauty's Loyalty program, which accounted for 75% increase of SBR Loyalty members, resulting in increased profits in sales and strengthened customer engagement
- Assessed and calculated Sally's Beauty's customers' trends, resulting in store's UPT by 50%
- Organized advertising displays and merchandise to highlight sales and promotional events that led to increased store profits

### Building Blocks Daycare of Alpharetta

Milton, GA

Teacher Assistant

May 2021- July 2021

- Aided children in participating in activities around STEM based interests, resulting in 75% increased enrollment of STEM classes in the following year
- Oversaw 18 children on daily basis and recorded academic and observational behavioral in weekly reporting, leading to improvement of academics by 5%

## LEADERSHIP

### Master in Management Student Ambassador of Emory University, Student Ambassador

Aug. 2024 – Present

- Assist with the short-term project and community events by providing information about admissions and advice to prospective students
- Coordinate with fellow Student Ambassadors and Emory MiM's administration for prospective student university's visits/tours and monthly reflection meetings to promote program awareness

### Delta Phi Alpha of Wake Forest University, Vice President

Aug. 2022 – May 2023

- Led club events to recruit new members of joining the club, resulting in 70% increase of new memberships and club involvement
- Ensured membership attendance at every meeting in conjunction with club secretary to have a 95% attendance rate

## SKILLS

**Technical Skills:** Excel, PowerPoint, Python, R Studio, Canva, Microsoft 365

**Languages:** English, German, Spanish

**Interests:** Travel (Germany, Uruguay, Argentina, Vienna, Puerto Rico), Music Festivals, Track & Field