

Alexis (Lexi) Carter

(678) 986-4191

lcartml@gmail.com

Athens, GA

Alpharetta, GA

EDUCATION

University of Georgia, Athens, GA

May 2027

- **GPA:** 3.84/4.00
- **Major:** Business Management and International Business, Pre-Law and Spanish Minor
- **Honors:** Zell Miller Scholarship
- **Awards:** Leadership Award, Entrepreneurship Pathway Completion, International Skills Pathway Recipient

PROFESSIONAL EXPERIENCE

Macvest LLC, Co-owner, Alpharetta, GA

October 2023 – Present

- Diligently leading management operations by creating captivating listings, building and updating interactive websites on Logify, and executing social media campaigns to enhance property exposure and attractivity
- Skillfully administering rental processes, such as communicating with tenants and coordinating cleaning and maintenance tasks, allowing us to achieve exceptional tenant satisfaction and property outcomes
- Allocating 1000 dollars monthly budgeted for resources towards our property for return on future rental income

Discover Media, Digital Marketing Assistant, Alpharetta, GA

December 2021 – April 2022

- Spearheaded the creative development and ongoing enhancement of client websites with my hands-on approach of selecting visual elements, optimizing site layouts, and ensuring responsive design across devices.
- Efforts led to a measurable increase in site traffic, user engagement, and customer conversion rates, directly contributing to the client's digital presence and market competitiveness, causing a 100% increase in purchase rates.

O'Kelley and Sorohan, Attorneys at Law LLC, Post-closer, Cumming, GA

December 2020 – November 2021

- Assigned specifically to the pre-closing department, where I worked closely with attorneys to meticulously gather required documentation, collaborate on contract preparation, and actively contribute to the seamless coordination of real estate transactions throughout the Atlanta area
- Conducted research into legal regulations, ensuring document accuracy and gaining insights into pre-closing intricacies

LEADERSHIP & CLUB EXPERIENCE

Atlas Business Society, Member, Athens, GA

September 2024 – Present

- Selected from 800+ applicants to join UGA's premier freshman and sophomore business society with a <10% acceptance rate
- Attend weekly professional development workshops and corporate presentations from firms in varying industries to develop business and technical skills
- Engage in 1-on-1 mentorship program to gain business insight from and develop leadership skills with upperclassmen

Kappa Delta, Philanthropy Chair and Member, Athens, GA

August 2023 – Present

- Organize and oversee philanthropy events benefiting Prevent Child Abuse America (PCAA) and the Girl Scouts of America by creating marketing materials, managing event logistics, and coordinating fundraising efforts
- Actively mentor Girl Scout members, fostering leadership development and personal growth while regularly participating in meetings focused on planning, event organization, and improving member engagement

Magellan Business Society, Member, Athens, GA

January 2024 – May 2024

- Selected from 500+ applicants to join the premier business program for freshmen with less than 20% acceptance rate
- Engaging in an active mentorship program, gaining skills in business and leadership while solidifying career intentions
- Developing a firm foundation in professionalism, networking, and interviewing through weekly workshops

Crowe Consulting, Case Competition, Athens, GA

October 2023 & March 2024

- Analyzed and presented on AI's potential risks and ethical use, including content parsing and AI threat mitigation strategies, within a rigorous 48-hour challenge
- Proposed front and back-end enhancements for an e-commerce website focusing on minimizing choice overload, improving customer communication, and bolstering cybersecurity

Terry College Accelerated Business Program, Athens, GA

June 2022

- Attended a highly selective, pre-collegiate program to learn about career paths in business, finance, and marketing
- Gained exposure from business professionals from companies such as AT&T, PwC, Coca-Cola, and other

INTERESTS

Cooking, Psychology Podcasts, Criminology, Exercise, Real Estate, Wakesurfing