

# LEXI HINE

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## EDUCATION

### University of Denver, Denver, CO

Expected June 2025

- Bachelor of Arts: Major in Journalism Studies, Minor in Entrepreneurship & International Studies
  - Cumulative GPA: 3.64/4.0, Major GPA: 3.76/4.0
  - Dean's List: Winter 2022, Spring 2024, Autumn 2024, Winter 2025

### Lorenzo de' Medici, Florence, Italy

Fall 2023

- Study Abroad Semester
  - Completed international studies, art history, and introductory Italian courses.
  - Traveled across Europe exploring global perspectives and gaining a deep appreciation for diverse cultures.

## RELEVANT EXPERIENCE

### DU Media, Content Creator, Denver, CO

April 2023 - Present

- Develop unique and compelling content for University of Denver's student multimedia platforms.
- Create videos featured on YouTube, Instagram, and DU Storylab website to engage DU students in local Denver issues.
- Manage video editing, script writing, and design creative content ideas.

### Colorado Photographic Art Center (CPAC), Social Media & Content Intern, Denver, CO

April 2025 - Present

- Assist with writing copy and creating content for Instagram, Facebook, and LinkedIn targeting the Denver arts community.
- Support newsletter and website copywriting and design to enhance user engagement.

### Cocina Libre Collective, Social Media Marketing Intern, Denver, CO

November 2024 - February 2025

- Developed digital content to amplify Cocina Libre's mission of supporting the immigrant community through food.
- Created short videos, animated visuals, and compelling captions to enhance audience engagement.
- Managed the content calendar and applied time management skills to ensure timely content delivery, while leveraging engagement analytics to refine strategy.

### Fungi Joe Coffee Co., Co-Founder, Denver, CO

March 2023 - June 2023

- Co-led the launch of a canned cold brew coffee startup infused with Chaga mushroom.
- Co-authored the business plan, conducted market research, and developed the product through a detail-oriented approach to ensure product quality and consistency.
- Engaged in collaborative problem-solving to refine the business model, address production challenges, and optimize marketing strategies.
- Awarded funding through the DU Entrepreneurship Program.

## RELEVANT COURSES

### Strategic Communication Planning, University of Denver

- Developed public relations campaigns using research-driven strategy, surveys, SWOT analysis, and media planning.
- Completed team projects involving crisis response and brand communication.

### Politics and Media, University of Denver

- Analyzed how media systems shape and are shaped by political, economic, and ideological forces.
- Conducted research on how media framing, source selection, and visual rhetoric influence political perception.

## ADDITIONAL WORK EXPERIENCE

### North Italia Restaurant, Hostess, Food Runner, Denver, CO

June 2023 - November 2024

- Hostess: Managed reservations, walk-ins, seating charts, guest flow, and table status updates to ensure smooth front-of-house operations, while cultivating a personable and welcoming atmosphere for guests.
- Food Runner: Delivered high-quality food and provided exceptional customer experience in a fast-paced environment.

### Crab Shell Restaurant, Hostess, Stamford, CT

June 2020 - August 2022

- Greeted customers and managed seating without reservations at this high-demand waterfront location.
- Organized seating to maintain balance for waitstaff.
- Effectively handled extended wait times while maintaining a positive customer experience.

### Volunteer Work, Multiple Locations

2019 - 2022

- Millstone Farm: Assisted with harvesting, packaging produce, and livestock management.
- TOP Soccer: Played soccer with differently-abled children, fostering inclusion and a supportive environment.

## SKILLS

- Proficient in Microsoft Office Suite, Adobe Premiere Pro, Canva, CapCut, Mailchimp, Wordpress and Wix.
- Skills: Collaborative problem solving, time management, detail-oriented, curious learner, creative, personable.