

# ALUMNI SPOTLIGHT

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**LEXI EISERT**  
**BHS CLASS OF 2015**  
**NEW YORK, NEW YORK**



**YOUR EDUCATION  
DOESN'T END  
WHEN YOU  
GRADUATE. YOU'LL  
LEARN SO MUCH  
MORE AFTERWARD.**



*Lexi Eisert*

## Education and Training after BHS:

- I graduated from Indiana University in December 2018 with honors, majoring in Media & Spanish and minoring in Marketing. I also studied for a semester at the Universidad Complutense in Madrid.

## Career summary:

- I started my career in advertising after a media planning internship at Mediacom. Since graduation, I've worked in campaign management at Havas Media and Mindshare, activating campaigns for clients across sectors, including pharmaceuticals, spirits, automotive and CPG. I currently work at a boutique full service agency, Wondersauce, managing all campaigns across social, display, streaming, etc. For the last several years, I've been involved with the New York chapter of Phi Beta Kappa, volunteering as the Marketing Vice Chair for the Young Professionals Committee.

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**Family:**

- Wendy (mother, teacher at BIS) & Marshall (brother)

**Activities while at BHS:**

- Kiwanis Student Leadership Academy, National Honor Society, Academic Team, Drama Club, Indiana University Honors Program in Foreign Language summer program

**Best education-related memories from BHS:**

- Some of my favorite memories from high school were outside of the classroom, like the yearly retreat for KSLA and set painting and rehearsals for drama club. These activities not only pushed me outside of my comfort zone, but also allowed for unique and fun experiences with teachers and friends.

**A personal quote about the importance of education:**

- "Your education doesn't end when you graduate. You'll learn so much more afterward and can use the knowledge and skills you cultivated in school to guide your continued learning journey."



Do you know a BHS alum whom you think should be featured in Alumni Spotlight? Email us at [info@BatesvilleEducationFoundation.org](mailto:info@BatesvilleEducationFoundation.org), telling us the alum's name, graduation year, and email address.