

ALEXANDRA FLETCHER

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A creative strategic thinker with a passion for crafting innovative and effective branded experiences in the digital space.

Experience

ASST. DIRECTOR OF WEB MARKETING Los Angeles, CA 2016 - 2017

Keck Medicine of USC

Oversaw the production processes of a small digital marketing team tasked with maintaining digital content for Keck Hospital and the Keck School of Medicine of USC.

LEAD MARKETING STRATEGIST Los Angeles, CA 2014 - 2016

Spring Studios, Creative Chaos, Tacori, MCM Worldwide

As an e-commerce and UX consultant to several agencies and luxury retailers, responsibilities have included oversight of back-end specifications and user experience for e-commerce website redesigns and mobile apps, managing SEM and paid social campaigns, and developing content strategy intended to drive traffic as well as transactions. Clients: Michael Kors, Aerin, Burberry, Tacori, Tom Ford.

DIRECTOR OF UX AND ANALYTICS New York, NY 2013 - 2014

Wednesday Agency

Led all phases of user experience, research, interaction design and content strategy for an agency specializing in producing e-commerce websites for luxury retail fashion clients.

A selection of clients included: J Brand Jeans, Cole Haan, Estee Lauder, Vince, Tory Burch.

SENIOR PROJECT MANAGER New York, NY 2012 - 2013

Havas Lynx (Freelance)

Production oversight of a responsive portal website for physicians (Quo.Novartis.com) presenting all of Novartis' general medications (Exforge, Tekturna, Arcapta, etc). Supervision of creative development of digital marketing materials intended for patients for the brand campaigns of multiple Novartis brands, ensuring adherence to brand voice guidelines and submission to client legal and regulatory review boards.

SENIOR DIGITAL CONTENT STRATEGIST New York, NY 2011 - 2012

Weil, Gotshal & Manges

Managed the Discovery phase of a website redesign project for Weil, Gotshal & Manges, a global law firm, and supervised data migration projects off legacy back-end platforms to finalize data feeds for the site.

SENIOR PRODUCER New York, NY 2010

Kaplan Thaler Group (Publicis)

Produced specifications and oversaw production for a destination website that served as a hub for all social media activity for Wendy's Old-Fashioned Hamburgers. Managed highly successful contests on Twitter and YouTube to drive the creation of user-generated content.

SENIOR PRODUCER

New York, NY

2008 – 2009

Agency.com

Prepared production briefs for the creative team, produced schedules and budgets for website redesign and banner ad projects, and oversaw creative production to ensure that projects remained in scope. Projects included banner ads and a sweepstakes for Skittles, a sweepstakes for Twix, a website launch and digital media campaign for Fling (a MARS candy bar targeted at women), a multi-brand cross-channel program for The Power of Paws for client Del Monte (Meow Mix, Milk-Bone, Snausages, Kibbles 'n Bits).

SENIOR PROJECT MANAGER

New York, NY

2005 - 2007

Nickelodeon

Supervised the integrated marketing project management team of producers, designers, and developers. Produced websites, digital games, and sponsored videos for the network's national advertising clients. Structured online marketing campaigns, promotional efforts, contests and sponsorship opportunities for integration on the Nick.com digital network. Prepared marketing showcases for Upfronts.

DIGITAL PROJECT MANAGER

Los Angeles, CA

2002 – 2004

Paramount Pictures

As a freelance project manager, directed outside creative vendors in the development of marketing websites and interactive games in support of motion picture theatrical releases. Led internal creative review process with multiple studio stakeholders, including artists (directors, producers, talent).

Education

New York University, Tisch School of the Arts

New York, NY

Bachelor of Arts Film/TV

Skills

- Microsoft Office including MS Project
- Adobe Acrobat Pro, Adobe Creative Cloud (Photoshop, Illustrator, InDesign)
- Google Analytics / Google Adwords / Google Webmaster Tools
- Facebook Business Manager – social advertising, boosted posts
- HTML/CSS
- Strong familiarity with Agile/SCRUM framework
- Strong familiarity with Atlassian JIRA and QA processes