

Alexandra A. Fletcher

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Director of Branded Content / Digital Marketing

Highly creative, versatile professional with 13+ years of accomplishments in content creation, strategy, production, and marketing.

— Areas of Expertise —

Content Management | Strategic Brand Partnerships | Multi-Platform Marketing
Collaborative Team Leadership | Adobe Creative Suite / MS Office Suite | Agile ScrumMaster

— Career Accomplishments —

3-Book Deal with Simon and Schuster -- including a Hulu TV show based on one of the books ("Light as a Feather").
Author of branded fiction on Wattpad for a variety of entertainment companies' marketing campaigns.
Contributed to starting-up Lovestruck Literary in 2011 to publish YA fiction -- one title, "The Rock Star's Daughter by Caitlyn Duffy, has achieved over 1.5M global downloads.

Professional Experience

University of Southern California
Assistant Director of Web Marketing

Los Angeles, CA
2016 – 2019

Led strategy and development of digital marketing campaigns, serving as Product Manager in an Agile framework for developing tools and materials for a leading academic healthcare enterprise. Launched SMS marketing messages to promote healthcare initiatives and drive appointment requests. Implemented SEO improvements, including Google schema. Managed SEM campaigns.

Key Accomplishments:

- Increased website traffic by 70% in two years through a combinations of paid and organic sources.
- Oversaw the integration of foreign language content.
- Supervised video production for physician profile biographies.

MCM Worldwide / Tacori Fine Jewelry
E-Commerce Strategist / Marketing Producer

Global
2014 – 2016

Served as a leader in UX improvements and SEO/SEM strategies for multiple business initiatives. Supervised art direction for technical production, including producing wireframes. Led content strategy for websites and social media channels.

Key Accomplishments:

- Increased online sales in the U.S. for MCM Worldwide by 32%.
- Oversaw UX on e-commerce re-design of a popular wedding website for Tacori.

Wednesday Agency
Director of UX and Analytics

New York, NY
2013 – 2014

Oversaw all phases of UX research and interaction design to improve digital marketing campaigns and drive online sales for multiple luxury brand clients. Developed successful pitches for new clients, recommending ideas for messaging and

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conversion sequences. Developed enhanced navigation menus and check-out flows for multiple high-end fashion and fragrance brands.

Key Accomplishments:

- Redefined navigation on Tory Daily, the highly popular Tory Burch blog.
- Developed a content strategy for Cole Haan, combining in-store and online experiences.

Weil Gotshal & Manges, LLP / Havas Lynx / Agency.com
Senior Project Manager / Digital Content Strategist

New York, NY
2008 – 2012

Oversaw branded content strategic programs and website re-design projects. Developed schedules and managed budgets. Promoted cross-functional team collaborations.

Key Accomplishments:

- Produced branded videos for Weil Gotshal & Manges, LLP to successfully promote the firm's values to top law school student recruits.
- Led a newsworthy re-design of Skittles.com for Agency.com.

Nickelodeon
Senior Online Project Manager / Promotions Marketing Manager

New York, NY
2005 – 2007

Led the integrated marketing project management team. Developed multiple multi-platform projects including interactive games, videos, display and rich media, sponsorships of cross-channel events, sponsored emails, contests, and sweepstakes. Collaborated with the sales team to produce engaging branded content campaigns on the company's major websites. Optimized campaigns to deliver ROI.

Key Accomplishments:

- Produced Skittles "Ride the Rainbow" snowboarding-themed game, setting traffic records for an advertising game on nick.com with over 2million game plays in six months.
- Created game engine library to optimize resources on production of common game formats.

Additional experience as a freelance Marketing Project Manager for Paramount Pictures.

Education & Credentials

Bachelor of Arts in Film and Television
New York University, New York, NY

Certifications

Agile ScrumMaster, December 2018
Google Analytics Fundamentals

Technological Proficiencies

Adobe Creative Suite, Microsoft Office Suite, Google Analytics, Google AdWords, SEO/SEM, Facebook Business Manager, Merlin, Wrike, JIRA, Axure, Visio, Omnigraffle