

I'm Alexie Malloy

Experience Creator and Multidisciplinary Designer

I'm a creative who makes work both beautiful and purposeful. With roots and education in marketing and my current role at Shutterfly, I've created everything from engaging emails and websites to full-scale resort events and campaigns. I focus on building experiences that delight users, spark engagement, and bring a brand to life across every touchpoint.

--> **heywhereslexie.com**

(...) **hi@whereslexie.com**

I work well with +++

Figma, Photoshop, Indesign and Illustrator.

I'm proficient in ++

After effects, Canva, Powerpoint and all other Adobe Creative Suites.

I've achieved a ..

M.P.S Marketing LIM College, 2019

B.A Comms Salisbury University, 2016

They think I'm good at this!

Oliver Smalls (843) 327- 0172
Art Director, Shutterfly

Andryse Leukeu (301) 765-4004
Business owner, Client

Tiffany Penn (240) 432-7191

CEO, Penn Agency

Designer II - Shutterfly, inc.

12-2020-

- Manages weekly production and delivery of 2 high-volume batch emails (100+ emails annually) for global markets (US, UK/IE, AU), collaborating with 3+ channel partners to deliver localized creative assets within tight 12-day sprint timelines.
- Designed and rebranded core US customer packaging across 8M+ annual orders (boxes, envelopes, internal packaging), elevating brand consistency for over 500K unique customers.
- Executed brand and visual redesign for the main site navigation and Photo Books page, working directly with Dev/UX teams to build testable designs; results from current A/B testing will inform a large-scale brand deployment next year.
- Designed a high-conversion print mailer that generated \$1.3 Million in incremental revenue at a 4.0 IROAS (Incremental Return on Ad Spend), proving the direct profitability of print media design.

Marketing Manager - Lansdowne Resort & Spa

07-2018 - 02-2020

- Spearheaded a strategic partnership with local photographers to refresh the resort's image database, coordinating an all-day on-location shoot that yielded 500+ new, high-value visual assets for marketing use at only the cost of internal time.
- Conceptualized and executed the Winter WonderLansdowne campaign, driving Food & Beverage revenue through high-engagement events (Brunch with Santa, Holiday Market). Oversaw a \$93K media buy, executing a multi-channel marketing strategy to optimize ad placements for maximum reach and ROI.

Comms Consultant- eGlobal Tech (DHS, TSA)

05-2017 - 06-2018

- Designed and developed comprehensive marketing and communication materials (graphics, posters, presentations, brochures) for high-visibility agency events, ensuring effective communication of the agency's mission and goals to stakeholders.
- Managed critical quality control and compliance review for all external communications and presentations, ensuring strict adherence to Office of Public Affairs guidelines and requirements.