

Alexie Malloy

Creative Strategist

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Creative strategist and multidisciplinary designer driving revenue-focused campaigns, audience-led storytelling, and cross-channel brand initiatives. Experienced translating consumer insights into measurable business outcomes across retail, beauty, hospitality, and digital commerce environments. Adept at aligning creative systems with performance marketing, lifecycle engagement, and brand growth strategy.

CORE SKILLS

Brand Strategy | Campaign Strategy & Development | Audience Insights & Messaging | Cross-Channel Marketing (Email, Digital, Print) | Creative Direction | Performance-Driven Marketing Optimization | Cross-Functional Collaboration

TOOLS

Adobe Creative Suite | Figma

EXPERIENCE

Snapfish (Shutterstock Inc.) — Creative Designer II | 08/2020– Present

Led full email rebrand delivered in under two months, strengthening modular systems and improving lifecycle marketing performance.

- Drove +25% YoY holiday revenue (ROAS 4.16) and +17% engagement lift across key seasonal campaigns.
- Co-developed direct mail photo book initiative generating \$51K incremental revenue, +10% audience lift, and +3.6 AOS.
- Leading regional execution of global website rebrand across Germany, Italy, and France within phased international rollout spanning US, UK/Ireland, Austria, and New Zealand.
- Built internal knowledge systems including training frameworks, asset libraries, and weekly alignment sessions to improve cross-functional efficiency.
- Founded ShutterColors ERG, facilitating ongoing programming to strengthen inclusion, engagement, and internal community alignment.

Independent Contractor — Brand Designer & Art Director | 2017 – Present

Partner with emerging and established brands across beauty, retail, and editorial sectors to develop identity-driven storytelling systems that support launch, growth, and customer engagement.

- Led end-to-end brand strategy and creative execution including identity systems, campaign direction, and digital commerce experiences.
- Directed photoshoot art direction and visual storytelling for multi-platform brand launches.
- Supported Shopify and Squarespace builds aligned with brand positioning and conversion strategy.

Lansdowne Resort & Spa — Marketing Manager | 07/2018 – 02/2020

Directed integrated marketing campaigns and cross-functional creative partnerships driving brand awareness and guest engagement.

- Produced 500+ visual assets in collaboration with photographers supporting brand refresh initiatives.
- Conceptualized and supported execution of Winter WonderLansdowne campaign managing \$93K media investment and increasing F&B engagement and event attendance.

eGlobal Tech (DHS, TSA) — Communications Consultant | 05/2017 – 06/2018

Developed compliant, high-visibility communications supporting federal agency events and stakeholder engagement.

- Created marketing and communications materials for national-level agency initiatives.
- Managed quality control processes ensuring consistency and compliance across external-facing content.

EDUCATION

Master of Professional Studies, Marketing — LIM College, 2019

Bachelor of Arts, Communications — Salisbury University, 2016