

ALEXIE MALLOY

Creative Strategist & Multidisciplinary Designer
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SUMMARY

Creative strategist and multidisciplinary designer driving revenue-generating campaigns, developing cohesive brand systems, and building community-centered initiatives. Connects audience insight, cross-channel storytelling, and cultural programming to measurable business outcomes. Brings a balance of strategic thinking, operational organization, and creative vision across corporate and independent environments.

WORK EXPERIENCE

SNAPFISH, CREATIVE DESIGNER | 02/2020 – PRESENT

- Collaborated on a full-scale email rebrand completed in under two months, contributing to updated color systems, modular frameworks, and IPP structure to strengthen brand consistency and performance.
- Contributed to seasonal and promotional campaigns driving measurable growth, including +25% YoY holiday revenue (ROAS 4.16) and +17% engagement lift during Black Friday/Cyber Monday.
- Co-developed the company's first photo book direct mail initiative, generating \$51K incremental revenue, +10% audience lift, and +3.6 AOS.
- Designed packaging systems now in nationwide circulation, aligning visual identity across digital and physical customer touchpoints.
- Supported website redesign across Print and Occasions categories, improving UX clarity and visual cohesion.
- Founded ShutterColors, an employee resource group supporting employees of color, and facilitated weekly creative forums to strengthen collaboration and peer mentorship.
- Built the team's first centralized documentation hub, streamlining workflows and improving cross-functional communication.

INDEPENDENT CONTRACTOR / BRAND DESIGNER & ART DIRECTOR | 2017 – PRESENT

Partner with emerging brands across beauty, retail, and editorial sectors to develop cohesive brand identities and launch-ready ecosystems. Select clients include: Patiently Polished (beauty), Beaute Infinie (e-commerce), Xi:Xi (brick & mortar retail), and Sugar Magazine (digital publication).

- Led end-to-end brand development including identity systems, photoshoot art direction, and e-commerce builds.
- Guided clients from concept to launch, aligning storytelling, digital presence, and customer experience.

MARKETING MANAGER, LANSDOWNE RESORT & SPA | 07/2018 – 02/2020

- Directed creative partnerships with photographers to produce 500+ visual assets supporting brand refresh initiatives.
- Conceptualized and supported execution of the Winter WonderLansdowne campaign, overseeing a \$93K media investment and driving increased F&B engagement and event attendance.

COMMUNICATIONS CONSULTANT, EGLOBAL TECH (DHS, TSA) | 05/2017 – 06/2018

- Developed marketing and communications materials for high-visibility agency events, ensuring brand consistency and compliance standards.
- Managed quality control processes for external communications across government stakeholders.

TECHNICAL SKILLS Figma, Adobe Creative Suite (Photoshop, Illustrator, InDesign), Canva, PowerPoint

EDUCATION M.P.S Marketing, LIM College, 2019 - B.A Comms, Salisbury University, 2016