ALEXIE MALLOY

BRAND & CREATIVE STRATEGIST | INTEGRATED CAMPAIGNS | CREATIVE DIRECTION

Creative strategist and multidisciplinary designer experienced in brand development, integrated campaigns, and art direction. Combines audience insights, strategic planning, and hands-on creative execution to build cohesive brand experiences and deliver measurable results across retail, hospitality, and cultural institutions.

CORE EXPERTISE - Brand Strategy • Creative Direction • Integrated Campaigns • Brand Positioning • Audience Insights • Art Direction • Content Strategy • Visual Identity • Cross-Channel Marketing • Creative Operations

PROFESSIONAL EXPERIENCE

ANACOSTIA COMMUNITY MUSEUM, SMITHSONIAN INSTITUTION
Graphic Designer & Digital Communications Contractor | February 2026 – Present
- Develop audience-focused creative for museum exhibitions, cultural programming, and community engagement across digital, print, and environmental applications.
- Lead creative execution for cultural events, including Juneteenth programming, developing stage design, environmental graphics, promotional assets, and digital communications.

Snapfish, Shutterfly Inc.
Creative Designer II | August 2020 – August 2026
- Co-led an email rebrand in under two months, developing cohesive visual systems and modular creative frameworks for lifecycle marketing.
- Developed seasonal campaign creative contributing to 25% year-over-year holiday revenue growth, a 4.16 ROAS, and 17% higher engagement.
- Co-developed a direct mail photobook initiative generating $51K in incremental revenue and a 10% audience lift.
- Supported international website rebranding across Germany, Italy, and France, adapting creative for regional audiences while maintaining brand consistency.
- Identified workflow gaps and independently developed a OneDrive resource hub, Figma toolkit, and shared creative resources for the e-commerce design team.

Independent Contractor
Brand Designer & Art Director | 2017 – Present
- Develop brand identities, positioning, campaign concepts, and visual storytelling for beauty, retail, and editorial clients.
- Developed consumer profiles, brand voice, and channel-specific messaging guidelines for Beauté Infinie, creating a cohesive approach to customer communications.

Lansdowne Resort & Spa
Marketing Manager | July 2018 – February 2020
- Directed integrated marketing campaigns across digital, print, events, and partnerships, aligning creative strategy with business objectives.
- Conceptualized Winter WonderLansdowne, managing a $93K media investment, and coordinated production of 500+ visual assets supporting marketing and brand initiatives.

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

TOOLS - Adobe Creative Suite • Figma • Shopify • Squarespace

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