

# ALEXA M. SPIROFF

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## EDUCATION

Brigham Young University - Provo

Bachelor of Arts in Communications:

**Advertising Emphasis - Creative Track**

August 2014 - August 2019

- Club Membership: AAF, AHTC (Anti Human Trafficking Club), The One Club for Creativity
- Advertising Design Minor

## SKILLS & INTERESTS

Creative Ideation	Set Design
Concept Development	Art Direction
Pitching & Presentations	Writing
All phases of Production	Photography
Creative Producing	Adobe Illustrator & Lightroom
Video & Photo Direction	Social Media Strategy

## EXPERIENCE

### CONTENT CREATOR

Mullenlowe US | January 2020 - Present | Los Angeles, CA

- Building out in-house production department for Mullenlowe LA
- Concept and create content for brands such as Grey Goose Vodka, Corona Beer, Acura, and California Avocados
- Lead productions and crew from pre to post production

### FREELANCE ART DIRECTOR & CONTENT CREATOR

June 2019 - December 2019 | Salt Lake City, UT

- Directed and produced video packages for clients such as Ducati North America
- Created brand identity, custom graphics, and web design for small businesses and creative entrepreneurs
- Established the look and feel of campaigns for clients

### ART DIRECTOR INTERN

MullenLowe US | June - August 2019 | Los Angeles, CA

- Ideated and art directed creative campaigns for clients such as Fox Television Network, Patrón Tequila, Acura, and Burger King
  - Worked on a video brief for Patrón, social media and PR stunt campaigns for Fox and Burger King, and designed creative mockups for Acura.
- Pitched original concepts to creative directors, CCO, and clients
- Collaborated and worked closely with account, creative, and video departments

### ART DIRECTOR | CONTENT CREATOR

BYU AdLab | December 2017 - April 2019 | Provo, UT

- Gained creative problem solving skills
- Determined the look and feel of advertising campaigns
- Pitched creative campaigns to clients
- Led commercial productions from initial concept to final deliverable(s)
  - Wrote, directed, and produced spec TV commercials
  - Led crews of 5 - 50+ people
  - Selected film crew and organized casting
  - Production designed videos and oversaw art department
  - Created detailed timelines and budgets
  - Supervised set management
  - Ensured that creative vision came to life

### CONTENT CREATOR

Y-Digital Agency | June 2018 - March 2019 | Provo, UT

- Led pre and post production of video projects
- Wrote, directed, and production designed video package for the brand launch of Commemo Co.
  - Package included a 3-minute "short film", a 60-second cut, and multiple :15s for social media

### PRODUCT DEVELOPMENT INTERN

Ashoka | September 2016 - December 2017 | Provo, UT

- Gathered primary and secondary research for the international organization in order to create an original, effective product
- Developed and designed an engaging booklet to be used worldwide that would allow parents and teachers to educate youth about skills such as empathy, entrepreneurship, and leadership.

## ACCOMPLISHMENTS

2019 One Club for Creativity - Young Ones Portfolio Winner

2019 Emmys - Official Winner, Student PSA or Commercial

2018 TELLY Award - 1 x Gold

2018 One Club for Creativity Young Ones ADC - 1x Gold & 1 x Silver

2018 Clios - 1 x Silver, 2 x Bronze

2018 National ADDYs - 1 x Gold, 1 x Silver

