



ALEXA SPIROFF

CREATIVE LEAD, ART & SOCIAL CONTENT

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EDUCATION

Brigham Young University - Provo

Bachelor of Arts in Communications:

Advertising Emphasis - Creative Track

August 2014 - April 2019

SKILLS

Directing	Creative Direction
Producing	Copywriting
Set Design/Prop Styling	Photography
Art Direction	Social Media
Concept Development	Pitching & Presentations
Creative Strategy	Project Management

EXPERIENCE

FOUNDER & CREATIVE LEAD

Moonset Creative House | Jan. 2020 - Present | Salt Lake City, UT

- Run a nimble company that offers remote production services to brands/businesses that desire visually striking & engaging content
- Oversee client relations, budgets, timelines, and pitches
- Lead creative, strategy, and production teams through the process of concept development into all phases of production
- Produce/execute creative concepts to deliver on-brand assets
- Study social & cultural trends to elevate brands' social media presence through relevant and effective content

FREELANCE LEAD CONTENT CREATOR

VCCP New York | February - March 2022 | Salt Lake City, UT

- Produced Winter Social content for White Claw Hard Seltzer
- Led team through all steps of pre-production and production
- Quickly delivered 50+ photo and video assets to agency editing team from a one-day shoot

FREELANCE PRODUCTION DESIGNER (FILM/VIDEO)

National Basketball Association (NBA) | Jan. 2023 | Salt Lake City, UT

- Production designed short film for the NBA and Utah Jazz
- Led the art director to source the necessary props
- Created visual aesthetic for film and ensured visual continuity

FREELANCE CREATIVE CONTENT LEAD

TBWA\Chiat\Day LA | June - August 2022 | Salt Lake City, UT

- Led creative team and production crew in concepting, pitching, and creating photo and video content for Behr Paint social channels
- Ideated, produced, set designed, and led team and clients through all phases of production
- Delivered 20+ assets to use across social media for summer season

SOCIAL CONTENT CREATOR

MullenLowe LA | January 2020 - May 2022 | Salt Lake City, UT

- Led social content shoots for Grey Goose Vodka & Corona USA
- Created a new process & template for agency content creation
- Concepted social campaigns for California Avocados
- Worked closely with the Creative, Strategy, and Production departments to produce and direct social campaign

FREELANCE ART DIRECTOR & CONTENT CREATOR

May - December 2019 | Salt Lake City, UT

- Led team through the creative and production process
- Directed and produced video packages for clients such as Ducati
- Created brand identity, custom graphics, and web design for businesses and creative entrepreneurs

ART DIRECTOR INTERN

MullenLowe | June - August 2019 | Los Angeles, CA

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

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 ADC - 1 x Gold & 1 x Silver

2018 Clio - 1 x Silver, 2 x Bronze

2018 National ADDYs - 1 x Gold, 1 x Silver