



ALEXA SPIROFF

CONTENT DIRECTOR/PRODUCER | ART DIRECTOR

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WHO I AM

With the heart of a creative, mind of a producer, and eye of a designer, I operate at the intersection of creative direction and production – developing bold concepts and leading teams from concept through delivery. I partner with brands to transform ideas into visual worlds, from set design to photo and video direction. Whether crafting cinematic long-form content or short-form social content, my superpower lies in shaping a distinct creative vision, collaborating closely with teams, and aligning the right people and resources to deliver work that commands attention.

EDUCATION

BRIGHAM YOUNG UNIVERSITY, PROVO

2014 - 2019

B.A. in Communications:

Creative Advertising – Art Direction & Content Creation

SKILLS

Directing & Producing (Film/Photo)	Long-Form Content
Art Direction	Client Relations
Set Design/Prop Styling	Pitching & Presentations
Concept Development	Collaboration & Mentorship
Social Media Content	Budgets & Timelines

AWARDS

2019 One Club for Creativity - Young Ones Portfolio Winner

- Film/Television/Branded Content Category

2019 Emmys - Official Winner, Student PSA or Commercial

TELLY Award - 1 x Gold

Clios - 1 x Silver, 2 x Bronze

EXPERIENCE

ARGONAUT | CREATIVE CONTENT DIRECTOR & PRODUCER

May 2025 - Present (Full-time)

Leading and scaling the social content production department at the agency. Develop concepts and execute content end-to-end.

MOONSET CREATIVE HOUSE | FOUNDER | DIRECTOR

June 2022 - July 2025

Provided remote creative, production, and design services. Worked with production companies, agencies, and creative entrepreneurs to bring content to life from concept to delivery.

MICHAEL TODD BEAUTY | CREATIVE PRODUCER, SET DESIGNER

May 2024, Nov 2024 (Freelance)

Produced, designed, and styled custom sets for photo and video shoots across digital and print, ensuring an elevated visual aesthetic for the brand.

STACK ATHLETICS | CREATIVE CONTENT DIRECTOR

Oct 2023 - March 2024 (Contract)

Led content creation for paid social and directed photo and video shoots for branded content across paid, organic, and the brand's website. Contributed to defining the brand's early visual identity and look and feel. Collaborated closely with models and photographers to execute the creative vision.

SPOTTER GLOBAL | CREATIVE CONSULTANT, ART DIRECTOR

Aug 2023 - Oct 2023 (Contract)

Led the visual refresh of marketing materials, ensuring a cohesive brand identity across all touchpoints while maintaining high production standards and delivering on client objectives.

VCCP NEW YORK | CREATIVE CONTENT LEAD

Jan 2023 - Feb 2023 (Freelance)

Produced and art directed branded content, delivering visuals that enhanced client presence across social platforms. Led freelancer sourcing and managed agency teams, locations, timelines, and budgets.

TBWA\CHIAT\DAY | SOCIAL CONTENT LEAD, ART DIRECTOR

June 2022 - Aug 2022 (Freelance)

Produced and directed social content, managing all phases from concept to post-production. Led teams, coordinated resources, designed and brought sets to life, and ensured client alignment on creative vision.

MULLENLOWE LA | ART DIRECTOR, CONTENT CREATOR

May 2019 - May 2022 (Full-time)

Pitched and led the agency's first remote content shoots. Produced, directed, and set designed high-end content for global brands – presenting ideas and vision clearly while managing cross-functional agency teams, clients, and freelance crew to bring it all to life.