

ALEXA SPIROFF

Associate Creative Director, Art & Content

alexaspiroff.com
+1 (937) 270-9039
lex.spiro@gmail.com

WHO I AM

As a versatile 'Swiss army knife' in the creative realm, I often serve as the bridge between creative and production teams, adept at conceptualizing and bringing brands to life through photo and video content. With expertise in all production phases and a keen eye for design, I excel in directing talent and resources to produce compelling visuals that resonate with target audiences and drive brand success.

EDUCATION

BRIGHAM YOUNG UNIVERSITY, PROVO

2014 - 2019

B.A. in Communications

EMPHASIS IN:

Creative Advertising

Tracks:

- *Art Direction*

- *Content Creation*

2019 One Club for Creativity - Young Ones Portfolio Winner

- Film/Television/Branded Content Category

2019 Emmys - Official Winner, Student PSA or Commercial

2018 TELLY Award - 1 x Gold

2018 Clios - 1 x Silver, 2 x Bronze

SKILLS

Full production cycle expertise (pre to post), creative direction, set design & prop styling, art direction, branding strategy, social content creation, UGC expertise, concept development & writing, creative leadership, effective visual storytelling.

FAVORITES

TV SHOW // Peaky Blinders

THING TO COOK // Tacos

MOVIE // La La Land

ICE CREAM FLAVOR // Praline butter cake

EXPERIENCE

MOONSET LLC, FOUNDER & CREATIVE DIRECTOR/PRODUCER

Jan 2021 - Present

Provide remote creative and production services encompassing creative direction, art direction, social content creation, & branded shoots. Moonset has undertaken contract projects for esteemed clients such as Ducati, NBA, White Claw, Behr Paint, and Corona.

STACK ATHLETICS, CREATIVE CONTENT DIRECTOR

Nov 2023 - March 2024 (Contract)

Spearheaded content production initiatives for Stack. Defined artistic direction for brand shoots. Directed and oversaw the development of social advertising content through the use of graphic design, photo, and video.

VCCP NEW YORK, LEAD CONTENT CREATOR

Jan 2023 - Feb 2023 (Freelance)

Led and orchestrated winter content production, assembling and managing talent and crew to capture essential visuals.

TBWA\CHIAT\DAY LA, LEAD CONTENT CREATOR

Jun 2022 - Aug 2022 (Freelance)

Produced summer social content for clients, overseeing all aspects from concept to post-production. Led the agency team and photo/video crew throughout the creative process. Designed and directed sets for projects.

MULLENLOWE LA, ART DIRECTOR/CONTENT CREATOR

Jun 2019 - May 2022 (Full-time)

Pitched and led first ever in-house, remote content shoots at agency. Conceptualized, directed, produced, and set designed branded content for Grey Goose and Corona, contributing to their brand identity on socials.