

ALEXA SPIROFF

DIRECTOR OF CONTENT & CREATIVE
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WHO I AM

I lead creative and content teams to make everything from high-end, long-form content to engaging short-form social media content. I guide and mentor teams from the initial idea through the final edit. Whether leading cinematic productions, producing short-form social content, or directing creator & influencer collaborations, I work cross-functionally to align the right people, resources, and workflows to deliver work that commands attention and connects with audiences. With experience across startups, DTC brands, production houses, global brands, and renowned creative agencies, I bring a well-rounded background and an adaptable approach to leading teams and developing effective advertising content.

EDUCATION

BRIGHAM YOUNG UNIVERSITY, PROVO
2014 - 2019
B.A. in Communications:
Creative Advertising – Art Direction & Social Content Creation

SKILLS

Creative Direction & Strategy	Collaboration & Mentorship
Concept Development	Pitching & Presentations
Organic & Paid Social	Team Leadership & Development
Creator/Influencer Partnerships	Visual Storytelling
Art Direction & Design	Directing & Producing (Photo/Video)

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 | DIRECTOR OF ORGANIC CONTENT
May 2025 - Present (Full-time)
Building and leading the agency's organic social content department, mentoring a cross-functional team to bring social-first ideas to life and grow online communities. Shape content around platform best practices, cultural insights, and emerging trends, while leading strategic influencer and creator partnerships for social campaigns.

MOONSET CREATIVE HOUSE | FOUNDER | CREATIVE CONTENT DIRECTOR
June 2022 - July 2025
Directed creative projects from concept through delivery, partnering with agencies, production teams, and brands to develop high-impact, social-first content across the full spectrum – from UGC to cinematic visuals, balancing brand storytelling with performance-driven execution.

SALT CINEMA | CREATIVE CONTENT DIRECTOR & PRODUCER
Feb 2025 - July 2025 (Freelance)
Created long-form and short-form content for luxury real estate properties, using visual storytelling to translate each property's identity into elevated digital content from concept through delivery. Strategized content, wrote scripts, and led creative and production teams from shoot through final edit to bring each idea to life.

MICHAEL TODD BEAUTY | CREATIVE PRODUCER, PRODUCTION DESIGNER
May 2024, Nov 2024 (Freelance)
Developed and directed visual concepts for integrated brand campaigns across digital and print, leading creative teams to execute cohesive brand storytelling. Designed custom sets for product shoots and collaborated closely with photographers and production crews to bring each concept to life.

STACK ATHLETICS | CREATIVE CONTENT DIRECTOR
Oct 2023 - March 2024 (Contract)
Led paid and organic social content creation, directing photo and video shoots from concept through execution. Managed a roster of content creators and collaborated with talent and photographers to shape the brand's early visual identity and bring branded content to life.

SPOTTER GLOBAL | CREATIVE CONSULTANT
Aug 2023 - Oct 2023 (Contract)
Led a visual refresh of brand marketing materials, developing a cohesive creative direction across touchpoints to strengthen brand identity and storytelling across social channels.

Experience continued on next page.

VCCP NEW YORK | LEAD CONTENT CREATOR
Jan 2023 - Feb 2023 (Freelance)
Directed branded social content, guiding agency teams and a crew of freelancers from concept to execution while ensuring strong visual storytelling.

TBWA\CHIAT\DAY | SOCIAL CONTENT LEAD, ART DIRECTOR
June 2022 - Aug 2022 (Freelance)
Led creative development and production for branded social content, guiding agency teams and freelance creatives from concept through post-production to deliver cohesive, high-impact work. Art directed visuals, designed sets, and helped the agency create platform-native content intended to strengthen engagement and build online communities.

MULLENLOWE | CONTENT CREATOR, ART DIRECTOR
May 2019 - May 2022 (Full-time)
Pitched and led social content for global brands, **including spearheading the agency's first remote content productions**. Developed concepts, art directed visuals, and produced and directed shoots while managing cross-functional agency teams, clients, and freelance crews from pitch through final delivery.