

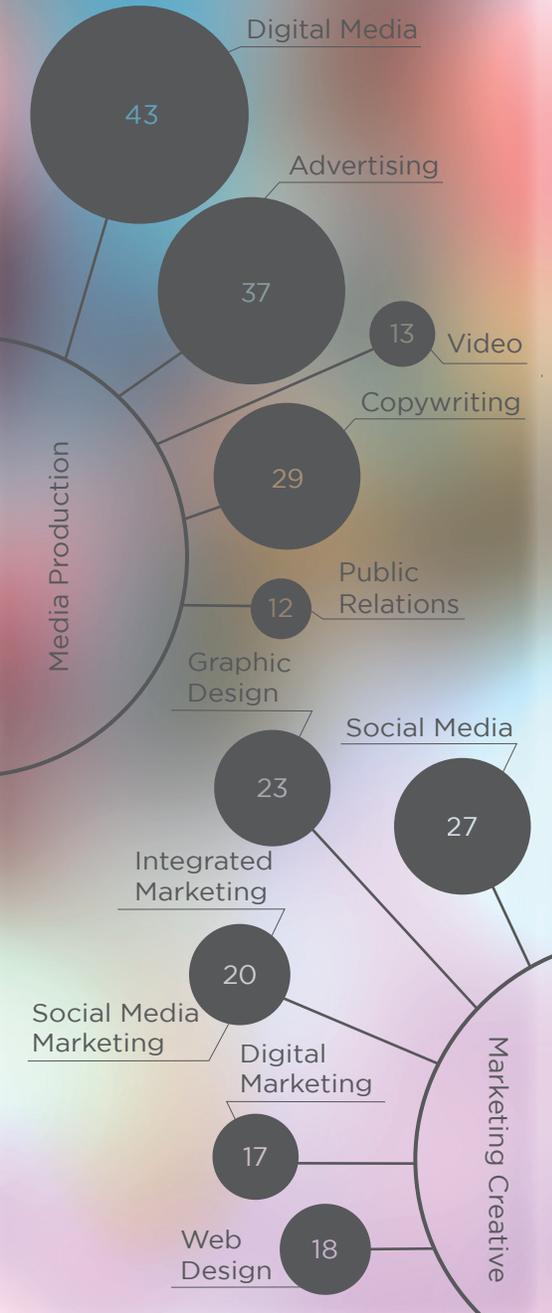
Alex Paris

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A tech-savvy integrated creative; exploring ways to innovate at the intersection of technology and media.

Developing strategies and content for award-winning media properties and leading growth through digital marketing.

LinkedIn Skills & Endorsements



Audio Design Desk

'19 Marketing and Communications Manager

Develop messaging, technology, and media to convert targeted users to a new professional software utility for post-production. Engaging users in public and private channels to support and educate them on product features.

Create and manage brand assets across digital, print, and video. Create a sales program for the sales team to board large institutional customers and communicate with end-users.



'17 Graphic Design and Community Manager

Design, produce, and execute bespoke communications pieces for digital, print, and video; promote luxury travel for charter resort vacations and cruises. Spearheading conception and implementation of content for multi-touch digital strategy and paid-traffic programs. Stewardship of communications to customers and prospects through strategic social engagement.



'15 Design and Media Associate Marketing Manager

Strategic planning, visual design, and execution of multi-platform campaigns across mediums.

Social media strategy and development for social platforms, with successful organic growth as high as 18%.

Brand stewardship and production of digital, video, and print products for consumption by test takers and other stakeholders nationally and globally.



'10 Freelance Associate Producer

Development and execution of creative strategy around marketing, brand integration, and distribution of an award-winning digital series, "Bloomers".

Oversee social media, earned media, and digital content for high engagement and targeted digital strategy.

Implementation of a digital strategy that resulted in greater than orders-of-magnitude growth in KPIs.



'14 Freelance Producer

Working across disciplines in development, creative, production, and post-production. Overseeing day-to-day operations including client and vendor management.

Lead multiple productions with crews as large as ten from concept through post-production.

Responsible for six figures worth of revenue, with additional duties on a feature film with a multi-million dollar budget.



'10 Freelance Creative Director

Developing bespoke communications, publicity, marketing, and design for small businesses and individuals, including Olympic Athletes.

Focus on the development of a digital strategy to drive traffic and sales to client objectives.

Consulting clients on streamlining operations to integrate new and methods tools, execute marketing initiatives, communications, and best practices for each.