



# ALEXPHIFER

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## DESIGNER + STRATEGIST

OCT 2020 – NOW

ALEX PHIFER ETC.

Balanced multiple overlapping projects, kept budgets and timelines organized ranging from three days to 6 month turn around. Consistently delivered collateral that improved user accessibility on average 23%, increased sales and brand awareness, satisfying clients

Created compelling visual brand identities for new businesses by building 5 new sites and redesigning 4 existing sites. Additionally developed digital media strategies for brands, translating the client's ideas into articulate visual solutions for social and web.

Connected small business owners to their target market by designing five logos + brand identities, 3 sets of business cards, 2 print campaigns, and 3 social campaigns. Photographed, edited, and sourced media content for 6 clients.

## DIGITAL MARKETING DIRECTOR

FEB 2021 – JUNE 2021

VIVE FLOAT STUDIO

Collaborated with developers to design a new custom coded website that included 30+ unique interactive pages including user profiles, location-based promotions, booking, scheduling, and sourced informational pages.

Created content that increased Instagram engagement 40% over a 4 month period through consistent visual storytelling and interactive design. Provided supporting visual assets photographs, videos, vector icons for web and social.

## BRAND MANAGER

NOV 2019 – JULY 2020

CLARK TRANSPORTATION

Filmed and edited online video content for the brand's website, Youtube, and Facebook with storyboards, sketches and footage shot with greenscreen and drones. Created short animations and videos for social and web which garnered between 10k and 600k+ views each.

Built systems to streamline social content creation by creating a visual brand library, including a brand style guide, hours of transcribed footage, and organized folders with detailed labels of live video and animation files.

## SKILLS

Illustrator, InDesign, Lightroom, Photoshop, Dreamweaver, Muse, Squarespace, Wix, Wordpress, AfterEffects, Audition, Premier Pro, Figma

## EDUCATION

**STEPHENS COLLEGE**  
B.S. Integrated Marketing:  
Strategic Communication  
Minor: Art  
August 2015 - May 2019