

Alex Stewart

A bold creative director and copywriter for brands that embrace the visionary.

Raleigh, NC
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EXPERIENCE

TriMark Digital, Raleigh, NC

Associate Creative Director DECEMBER 2020 - PRESENT

Concept, pitch, lead and execute creative strategy for clients including Kohler and Trane Technologies. Work with design, SEO, social media and PPC strategists to execute digital storytelling campaigns. Lead, coach and manage team of 18 content strategists and copywriters.

Senior Content Strategist APRIL 2019 - DECEMBER 2020

Developed and executed content campaigns for enterprise clients. Wrote, assigned and edited content for websites, social media, email, blogs, video, audio, print and more. Oversaw team of blog writers. Interpreted and presented performance data to internal and external stakeholders.

Content Strategist APRIL 2017 - APRIL 2019

Created content for direct response and lead generation marketing. Wrote copy for websites, social media, print and more, with a specialty in email. Performed work for clients in hospitality, tech and home improvement industries.

Colonial Williamsburg, Williamsburg, VA

PR & Social Media Specialist OCTOBER 2015 - JANUARY 2017

Developed online presence for WILLIAMSBURG licensing brand through strategic communications and social media. Wrote engaging, historically accurate ecommerce product descriptions. Created content for PR initiatives, magazine placements and new product launches.

EDUCATION

University of Missouri, Columbia, MO — *Bachelor of Journalism*

AUGUST 2011 - MAY 2015

Emphasis in Magazine Writing. Minor in Spanish, Honors Certificate, Multicultural Certificate, recipient of George C. Brooks Scholarship.

SKILLS

Creative Direction
Content Strategy
Copyediting
Email Strategy
Branding

PASSIONS & HOBBIES

Equity, Diversity & Inclusion
Comedy
Art Museums
Memoirs
Ghost Tours

BELL LEADERSHIP INSTITUTE PERSONALITY PROFILE

Team Builder
Creator
Stabilizer