

# ALEXIS CALABRESE

BRAND STRATEGY /  
COPY DIRECTOR

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## / PROFILE

Director-level Brand Strategist specializing in B2C and B2B marketing with a deep understanding of UX and a genuine interest in translating research into actionable, compelling campaigns. Unique skills include unwinding complicated narratives, cutting through corporate hubris and returning a more intuitive, clearer solution. Seasoned writer, AI enthusiast and agile collaborator across teams, silos and businesses.

## / SKILLS

- Voice, content and copy for seamless user and brand experiences
- High-level concepting and content strategy across multiple brands and channels
- Analytical and critical thinking, able to translate complex data into digestible ideas
- Collaborative leader, client whisperer, mentor and motivator
- Data-driven, able to translate insights into persuasive brand narratives
- Driving process and flow of ideas between client goals, strategy, and experience design
- Well versed in developing brand / style guides including copy, language and UX terminology

## / NOTABLES

- UX strategy, content and copy director for Comcast's X1 TV platform, Xfinity xFi app, and Xfinity Mobile products and brand experiences
- Crafted voice, UX and brand strategy for Australia's first impact investment app, Kwala
- Developed branded sales enablement and content strategy for global fintech, PayPal

## / EDUCATION

Ithaca College, Ithaca, NY  
MA: Corporate Communications  
BA: Communications/Advertising

## / EXPERIENCE

### **COPY & BRAND DIRECTOR | Freelance | 2022 - Present**

#### Select Clients & Accomplishments

SHIFT PARADIGM / Revamped brand anthem for a newly merged marketing tech firm, highlighting competitive advantages and introducing a fresh voice, taglines and content

OPERATION EGGPLANT / Crafted compelling narrative, social campaign and site content addressing national heartbeat bills. Gained national news coverage within two weeks of launch

KWALA / Shaped the voice, copy, and social content for impact investment app, the first of its kind to launch in AU. Consulted on UX flows, investment content and marketing copy

LYDA FIRE / Provided strategic creative and brand direction for scripts, case studies, speeches, investor decks (Series A and IPO) and event collateral for a video production agency

### **CREATIVE DIRECTOR / COPY | Comcast | 2006 - 2019**

- Directed voice and copy for Emmy-award-winning Xfinity products and IoT applications including X1, Xfinity Home and xFi, the company's first WiFi app
- Collaborated with research, marketing and brand teams to support a more intuitive approach and a personal, more familiar voice for UX, apps, packaging, tutorials and guides
- Ensured brand attributes were integrated across product IA and UX in service of the customer journey
- Laced research and competitive insights throughout content, using personas and case studies to inform creative and validate direction
- Day to day deadline management, working with and directing teams to marry copy with evolving designs and experiences
- Go-to writer and UX evangelist across senior leadership, drafting essential internal and external communications including keynotes, strategy docs, pitches, bios, and biogs

### **COPY DIRECTOR | Condé Nast | 2002 - 2005**

- Developed editorial strategy and B2B cross-platform content for top advertisers and affiliate partners including Audi, Microsoft, Turning Leaf, Rocks, Subzero, and Mercedes-Benz