

# ALEXIS CALABRESE

COPY DIRECTOR

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## / PROFILE

Director-level Brand Writer with broad B2C and B2B marketing experience and a sweet spot for UX. Big picture thinker and cross-functional collaborator across 360° marketing plans, hands-on from brief through production and final delivery. Data-driven mindset, able to uncover opportunities and translate insights into compelling brand narratives.

## / SKILLS

- Voice, content and copy across websites, apps, digital products and packaging
- 360° crossover copy direction across integrated campaigns
- Research-driven insights, analysis and SEO
- Storytelling, brand narratives, missions, style guides, personas and case studies
- Analytical and critical thinking, adept at translating complex topics for wider reach
- Articles, blogs, ebooks, speeches and essays
- Strategic collaborator, thoughtful mentor and accountable leadership

## / NOTABLES

- UX strategy, content and copy director for **Comcast's X1 TV platform, Xfinity xFi app, and Xfinity Mobile**
- Crafted voice / UX content as part of launch team for **Australia's first impact investment app, Kwala**
- Developed branded sales enablement and content strategy for **global fintech, PayPal**

## / EDUCATION

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

## / EXPERIENCE

### COPY DIRECTOR | Freelance | 2022 - Present

#### Select Clients & Accomplishments

SHIFT PARADIGM / Refined brand anthem for newly merged marketing tech firm, teasing out competitive advantages and a fresh POV to update voice/tone, taglines, and digital content.

OPERATION EGGPLANT / Crafted content for website/social media campaign designed to create buzz around heartbeat bills. Completed within two weeks, gaining instant national media coverage.

KWALA / Originated voice, copy and social content for impact investment app. First of its kind to launch in AU, UX flows covered onboarding, education, FAQ and investment overview.

LYDA FIRE / Directed copy for scripts, case studies, speeches, investor decks (Series A and IPO) and event collateral for video production agency.

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

- Directed voice and copy for Emmy-award-winning Xfinity products and IoT applications. including XI, Xfinity Home and xFi, the company's first WiFi app.
- Collaborated with research, marketing and brand team to strategize content and a more personal, conversational tone for UX, apps, packaging, tutorials and guides.
- Informed product IA, developed flows, error solutions and UX content in support of brand and 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 across senior leadership, drafting essential internal and external communications including keynotes, strategy docs, pitches, bios, and blogs.

### 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