



ALEXANDRA KENT

akent10704@gmail.com | 843-991-1943 | alickent.com | www.linkedin.com/ackent

ART DIRECTOR | GRAPHIC DESIGNER

Accomplished professional with demonstrated experience in Digital Content. Proven digital creative development experience in a high-volume eCommerce work environment. Outgoing, detail-oriented, and proficient at blending creativity with technical know-how. Adept utilizing computer-related technologies and digital media design, including web design. Builds strong relationships with management, personnel, and clients.

AREAS OF EXPERTISE

Creative Strategy | Visual Design | Branding | Creative Direction | Customer Service | Project Management
| Digital Asset Management | Leader | Business Operations | Process Efficiency | Strategic Planning |
Relationship Management | Design Management

TECHNICAL SKILLS

Adobe Illustrator | Adobe InDesign | Adobe Photoshop | Adobe Premiere Pro | Adobe After Effects | Adobe
Lightroom | Figma | Capture One | Microsoft Office

PROFESSIONAL EXPERIENCE

Newell Brands | Hoboken, NJ

September 2020 - March 2024

Studio Content, Associate Manager, January 2023 - March 2024

Digital Content, Associate Manager, April 2022 - December 2022

Digital Content, Assistant, September 2020 - April 2022

Developed, organized, and led an agency of over 10 professionals creating digital content for 20 brands under the Newell umbrella

- Spearheaded the launch of Newell Creative Kitchen, a new content studio focusing on strategic and creative development across all the brands under the Newell umbrella.
- Build creative for innovation, live events, PR events, organic campaigns, and paid campaigns that has - already increased CTR by 90%, impressions by 10%, and DTC sales by 13%.
- Conceptualize creative for campaigns, brand websites, and publications for Mr. Coffee®, Calphalon®, Sharpie®, Ball® Canning, Sistema®, and Rubbermaid®
- Offer design solutions that effectively enhance advertising goals by increasing CTR, impressions and sales by 13% and decreasing production costs by 20%.
- Develop creative briefs based on ideas established in brainstorming sessions with direction, schedules and expected deliverables for the creative team.
- Coordinate shoot timelines and communicate with production crews.
- Revise style guidelines and update brand websites (bernadin.com, ballmasonjar.com, and sistema.com)
- Create organized shotlists for photography shoots with agencies and internal Hoboken team.
- Schedule and facilitate pre-production and postproduction meetings with agencies.
- Analyze market trends, and competitive landscape.
- Create assets for digital promotions on Amazon.com, DTC websites, Walmart.com, Kroger.com, BedBathandBeyond.com and social media platforms.
- Support eMarketing with creative for Amazon brand stores and paid partnerships.
- Spearhead, implement and update product innovation trackers, production tracker, 2022 digital calendar.
- Streamline communication between internal creative team and brand marketing teams.



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Tarte Cosmetics | New York, NY

May 2018 – August 2020

Social and Content Coordinator, April 2019 - August 2020

Social and Content Assistant, January 2019 - April 2019

Content Production Intern, May 2018 - August 2018

Produced and styled photoshoots for digital and print product visuals; images were published widely in various media outlets, including Tarte Instagram (10M followers), Tarte.com website, as well as Tarte product displays at Ulta and Sephora global retail outlets.

- Streamlined processes for maximum benefit, thereby increasing asset quality and efficiency throughout the organization.
- Coordinated photography requests from all departments.
- Communicated all retouching requests to external retouchers.
- Organized product for photography production to decrease production time and costs.
- Spearheaded the design and development of an innovative tracking system and operation process for seasonal launches; system was ultimately adopted across all departments system-wide to place requests and acquire assets, which in return increased time efficiency and organization.
- Established more effective communication channels among six cross-functional teams, achieving corporate goal of enhancing marketplace agility and responsiveness a key component of success in the fast-paced cosmetic industry.
- Coordinated schedules and monitored expenses for team members, including talent, photographer, retouchers and makeup artist.

EDUCATION

Bachelor of Science, BS, in Graphic Communications, Minor in Business Administration
Clemson University