



# ALEXANDRA KENT

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## ART DIRECTOR // GRAPHIC DESIGNER // CREATIVE PROJECT MANAGER

Accomplished professional with demonstrated experience in digital content. Proven creative development experience in the beauty, fashion, and consumer goods industries. Outgoing, detail-oriented, and proficient at blending creativity in set design, art direction, and prop styling with technical know-how of on-set equipment. Adept at utilizing computer-related technologies and digital media design, including Figma web design. Builds strong relationships with management, personnel, and clients.

## AREAS OF EXPERTISE

Creative Strategy | Visual Design | Branding | Creative Direction | Prop Styling | Project Management | Digital Asset Management | Set Design | Process Efficiency | Strategic Ideation | Relationship Management | Design Management | Retouching

## TECHNICAL SKILLS

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

## PROFESSIONAL EXPERIENCE

**LiveLab Agency** | New York, NY

**March 2024- Present**

**Senior Art Director**

**Senior Graphic Designer**

*Responsible for conceptualizing, designing, and executing high-quality visual content across various mediums. Work closely with our creative team, clients, and stakeholders to ensure that all deliverables meet the highest standards of excellence.*

- Develop creative concepts and design solutions that align with client objectives and brand guidelines.
- Lead and manage overarching global brand campaigns from initial briefing through final delivery, ensuring timelines and budgets are met.
- Create visually compelling graphics for digital and print media, including websites, social media, advertisements, experiential activations, and more achieving over 500M impressions to date.
- Collaborate with copywriters, photographers, videographers, and other creative professionals to produce cohesive and engaging visual content.
- Present design concepts and revisions to clients, incorporating feedback and ensuring client satisfaction.
- Stay updated on industry trends, design tools, and emerging technologies to continuously enhance the quality of work.
- Maintain organized files and documentation for all projects, ensuring easy access and retrieval.

**Newell Brands** | Hoboken, NJ

**September 2020 - March 2024**

**Studio Content, Associate Manager**

**Digital Content, Associate Manager**

**Digital Content, Assistant**

*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.
- Built creative for innovation, live events, PR events, organic campaigns, and paid campaigns that increased



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CTR by 90%, impressions by 10%, and DTC sales by 13%.

- Conceptualized creative for campaigns, brand websites, and publications for Mr. Coffee®, Calphalon®, Sharpie®, Ball® Canning, Sistema®, and Rubbermaid®
- Offered design solutions that effectively enhanced advertising goals by increasing CTR, impressions and sales by 13% and decreasing production costs by 20%.
- Developed creative briefs based on ideas established in brainstorming sessions with direction, schedules and expected deliverables for the creative team.
- Coordinated shoot timelines and communicated with production crews.
- Revised style guidelines and updated brand websites (bernadin.com, ballmasonjar.com, and sistema.com)
- Created organized shotlists for photography shoots with agencies and internal Hoboken team.
- Scheduled and facilitated pre-production and postproduction meetings with agencies.
- Analyzed market trends, and competitive landscape.
- Created assets for digital promotions on Amazon.com, DTC websites, Walmart.com, Kroger.com, BedBathandBeyond.com and social media platforms.
- Supported eMarketing with creative for Amazon brand stores and paid partnerships.
- Spearheaded, implemented and updated product innovation trackers, production tracker, 2022 digital calendar.
- Streamlined communication between internal creative team and brand marketing teams.

**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