



# ALEXANDRA KENT

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## EDUCATION

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

## EXPERIENCE

### Newell Brands | Hoboken, NJ

*Studio Content, Associate Manager* (January 2023- Present)  
*Digital Content, Associate Manager* (April 2022 - December 2022)  
*Digital Content, Assistant* (September 2020 - April 2022)

- 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
- 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 post production 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

### Tarte Cosmetics | New York, NY

*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 throughout the organization
- Coordinated photography requests from all departments
- Communicated all retouching requests to external retouchers
- Organized product for photography production
- 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

## TECHNICAL SKILLS

Adobe Illustrator  
Adobe After Effects

Adobe InDesign  
Adobe Lightroom

Adobe Photoshop  
Adobe Workfront

Adobe Premiere Pro  
Microsoft Office