

# Valerie Alexander

CREATIVE  
STRATEGIC  
TECHNICAL

## CONTACT

(518) 894-9033

VALEXANDER1@GMAIL.COM

ANYTHINGBUTVANILLY.COM

## PROFILE

I am a digital problem solver and technical creative with experience that spans conception, design, development, and business strategy.

## SKILLS

- Art and Creative Direction
- Marketing and Business Strategy
- Digital Strategy
- Brand Management
- Corporate and Brand Identity
- Digital Design and Development
- Graphic Design
- Print Production
- Photo and Video Production
- Social Media Strategy
- Campaign and Web Analytics
- Testing and Optimization

## EDUCATION

**MASTERS, COMMUNICATION ARTS**  
CONCENTRATION IN ADVERTISING  
ART DIRECTION  
MIAMI AD SCHOOL  
ATLANTA, GA 2010 - 2011

**BACHELOR OF SCIENCE,**  
**BUSINESS MANAGEMENT**  
CONCENTRATION IN MARKETING  
BABSON COLLEGE  
WELLESLEY, MA 2005 - 2008

## EXPERIENCE

### WEB DESIGN AND DEVELOPMENT TEAM LEAD

GEORGIA POWER | SEPT 2017 - PRESENT

- Lead all web-based projects including the design, development, and maintenance of GeorgiaPower.com as well as other internal and external sites.
- Provide strategic leadership in the areas of creative direction, project management, UX design, digital best practices, and analytics optimization.
- Consult with program managers on unified messaging and creative strategy.
- Partner with agencies and internal resources to create assets for marketing and branding initiatives across channels.
- Guide Georgia Power and Southern Company in the selection and implementation of new technology and platforms.
- Oversee team of digital designers and front end web developers, providing subject matter expertise across the Adobe Marketing Cloud, specifically in Adobe Experience Manager, Adobe Analytics and Adobe Target.

### UX/UI DESIGNER DEVELOPER

SOUTHERN COMPANY | JUL 2014 - SEPT 2017

- Built external and internal facing sites using best UX/UI practices and current design trends.
- Created user personas, constructed the information architecture, created the wire frames, crafted the design, and developed the web solution.
- Supported the Corporate Communication team with design and digital needs.
- Offered strategic guidance into new and emerging technologies.

### DIGITAL DESIGNER DEVELOPER HYBRID

GENERAL ELECTRIC | MAR 2013 - JUL 2014

- Designed print and digital collateral, and coded digital campaigns for different branches of GE and their Retail Finance clients including Amazon, GAP brands, eBay, PayPal, Dillard's, TJX brands, Dick's Sporting Goods, Chevron-Texaco, Lowe's and Wal-Mart.
- Developed best practices and processes to achieve mobile-first strategy.
- Trained, delegated and oversaw a team of front end developers.

### PACKAGING DESIGNER

SPANX | DEC 2012 - MAR 2013

- Crafted the design strategy for several character types that could scale across multiple product lines and campaign creative.
- Designed hang tags and packaging elements for bra and underwear lines leveraging the character persons and back stories.

### COLLATERAL DESIGNER

OSH KOSH B'GOSH | JUL 2012 - NOV 2012

- Designed print and digital collateral needed for a series of new store openings which included direct mail, email, bill boards, large scale banners, truck wraps, escalator wraps, elevator wraps, and event signage and invitations.
- Worked with large scale print vendor to prepare all files for production including out of home and environmental.

## OTHER RECOGNITION

2017 COMMUNICATOR AWARD OF DISTINCTION, RECIPIENT  
SOUTHERN COMPANY BRANDING SITE

INSTITUTE OF ADVANCED ADVERTISING STUDIES  
ATLANTA COUNCIL, GRADUATE