



# ALEXA SPIROFF

Content Director & Art Director

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## WHO I AM

As a 'Swiss army knife' in the creative realm, I'm adept at conceptualizing and bringing brands to life through art direction and photo/video production. With expertise in all production phases and a keen eye for design, I excel at crafting compelling content across various mediums that resonate with audiences and drive brand success.

## EDUCATION

BRIGHAM YOUNG UNIVERSITY, PROVO  
2014 - 2019

B.A. in Communications

### EMPHASIS IN:

Creative Advertising (**Adlab**)

- *Art Direction & Content Creation*

## SKILLS

Art direction, set design & styling, graphic design, video & photo production, creative strategy, pitching/presentations, creative leadership, social content (paid, organic, UGC), concept development, creative writing, visual storytelling, project management, AI tools, Figma, Adobe Suite

## AWARDS

2019 One Club for Creativity - Young Ones Portfolio Winner

- Film/Television/Branded Content Category

2019 Emmys - Official Winner, Student PSA or Commercial

TELLY Award - 1 x Gold

Clios - 1 x Silver, 2 x Bronze

## EXPERIENCE

### MOONSET LLC, FOUNDER

#### CONTENT DIRECTOR/PRODUCER & ART DIRECTOR

Jan 2022 - Present

Provide remote creative, production, and design services.

Moonset works with production companies, agencies, and creative entrepreneurs, and has undertaken projects for clients such as Utah Jazz, White Claw, Behr Paint, & more.

### MICHAEL TODD BEAUTY, UGC CREATOR

May 2024 - Aug 2024 (Freelance)

Created various paid social ads, handling art direction & filming of scripts.

### STACK ATHLETICS, CONTENT & ART DIRECTOR

Oct 2023 - March 2024 (Contract)

Spearheaded content initiatives for Stack and defined artistic direction for the brand and shoots. Directed and oversaw the development of paid social ads through the use of graphic design, photo, and video. Managed a roster of creators, as well as created content myself.

### SPOTTER GLOBAL, ART DIRECTOR & GRAPHIC DESIGNER

Aug 2023 - Oct 2023 (Contract)

Designed for pop-up event booths, video, email, digital ads, social, and website. Led a visual refresh of brand marketing materials.

### VCCP NEW YORK, LEAD CONTENT CREATOR

Jan 2023 - Feb 2023 (Freelance)

Orchestrated winter content production, assembling and managing talent and crew to capture on-brand visuals and enhance social presence.

### TBWA\CHIAT\DAY LA, CONTENT CREATOR, ART

Jun 2022 - Aug 2022 (Freelance)

Produced and art directed summer social content for clients, overseeing all aspects from concept to post-production. Led cross-functional teams throughout the creative process. Designed and directed sets for projects. Articulated the creative vision to client.

### MULLENLOWE LA, ART DIRECTOR & CONTENT CREATOR

May 2019 - May 2022 (Full-time)

Pitched and led first ever in-house, remote content shoots at agency. Conceptualized, directed, produced, and art directed branded content for Grey Goose and Corona, elevating their visual identity on socials. Presented to client what each set would look like- from color schemes to props and lighting. Created moodboards and graphics to define a new look and feel.