



Alex H.
O'Brien

DESIGN STRATEGY /
BRAND MANAGEMENT

PROFILE

Multidisciplinary design & operations strategist, specializing in consumer products, trend forecasting and creative partnerships

CONTACT

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SKILLS

ADOBE ILLUSTRATOR
CREATIVE DIRECTION
STRATEGY
CLIENT RELATIONS
PHOTOGRAPHY

WORK EXPERIENCE

ACCOUNT EXECUTIVE / STRATEGIST @ WEDNESDAY AGENCY

April 2018 - May 2020

- Monitoring and communicating project status via stand-up meetings with core team as well as authoring internal hotlists
- Managing all project assets and organization of files on internal and client servers
- Developing project schedules and support and support overall timeline management
- Supporting Account Executive counterparts on strategy sessions, as well as proposal presentations and pitches, to create high caliber creative programming
- Creative conception of content-marketing solutions for brands across social media, video and event activations

FREELANCE BRAND STRATEGIST @ KNOWLITA NYC

December 2017 - April 2018

- Researched and developed a marketing plan through analysis of market data + trends
- Assisted organizing brand activations at Art Basel, Coachella and in NYC
- Developing positioning recommendations, guiding market research analysis and defining brand elements and tone

BRAND DIRECTOR @ SPRUCE SHOP LLC.

September 2014 - December 2017

- Evaluating and creating marketing strategies for future growth
- Establishing and leveraging creative partnerships with local businesses to deepen our involvement with the local community
- Managing advertising costs and adhering to annual burn reports
- Maintaining client relations by organizing and developing programs and events specific to our customer base

EDITORIAL ASSISTANT @ GQ MAGAZINE

January 2017 - July 2017

- Acted as the liaison with public relations outlets while communicating details with outside vendors, based on the publications shoot and talent schedules
- Lent both creative and practical support to designers, photographers and editors

EDUCATION

PARSONS SCHOOL OF DESIGN @ THE NEW SCHOOL,

August 2015 - December 2018

Strategic Management & Design

"...the Master of Science in Strategic Design & Management program prepares students to confidently create, manage and lead design process-driven organizations."

CREATIVITY & ORGANIZATION

- Assistant cameraman for photographer/director Scott Duncan (duncan.tv) - various projects with NBC News Network
- Marketing Intern, Mamiye Brothers Clothing Manufacturing, New York, NY (5/2014 - 8/2014)
- Production Intern, Milk Studios, New York, NY (09/2015 - 02/2015)