

ALEXANDRA GORE

CONTACT

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PORTFOLIO:

portfolio.gorecreativeco.com

EDUCATION

James Madison University
2009 - 2013 | Bachelor of
Arts, School of
Media Arts & Design

Concentration in Journalism;
British Communications minor
Member of Phi Sigma Pi
Honors Fraternity

CERTIFICATIONS

**NYU Tisch School of
the Arts** | Music Industry
Essentials Certification

SKILLS

- Video & Audio Editing
- Website Design
- Logo Design & Branding
- Adobe Creative Suite
- Photography & Post Editing
- Copywriting
- Social Media Strategy
- Digital Marketing & Paid Ads
- Email Marketing & Design
- Google Analytics
- Content Creation
- Client Relations

ASK ME ABOUT

- My cat, Bean
- Living abroad
- Working in Champagne
- My travel-inspired candle business

EXPERIENCE

GRAPHIC DESIGNER & BRAND STRATEGIST | ROCKETPOP MEDIA
MAR 2023 - PRESENT

- Designed signage, labels, and marketing materials.
- Managed social media presence, including content creation, graphic design, copywriting, and analytics reporting.
- Developed and executed monthly and bi-weekly emails and newsletters for clients.
- Oversaw event marketing and coordination.
- Created and implemented comprehensive brand guidelines.
- Designed and updated websites using Squarespace and WordPress.

BRAND DESIGNER | POSH PR
MAR 2021 - MAR 2023

- Designed physical product packaging, labels, and materials.
- Created social media graphics for 12+ accounts monthly.
- Developed and executed newsletters for multiple client accounts.
- Designed and maintained websites using Squarespace, WordPress, and Shopify.
- Crafted brand identities with unique graphic styles and communication tones.

MARKETING DIRECTOR | LX GROUP
FEB 2020 - MAR 2021

- Collaborated with the creative team to produce marketing content and communication tools for campaigns.
- Planned and executed digital and print advertising efforts.
- Monitored guest reviews, social media growth, and marketing ROI through tracking systems.
- Developed PR strategies to foster relationships with media outlets for events and launches.
- Led branding, website, and social media launch for a new restaurant property.

MARKETING CONTENT MANAGER | LX GROUP
MAY 2018 - FEB 2020

- Managed content distribution to online channels and social media platforms.
- Maintained content marketing calendars for 4 separate company brands
- Assisted with planning, creation, and printing of marketing materials.
- Approved, reviewed and edited content flowing to website.

CREATIVE MARKETING STRATEGIST | EVERGREEN ENTERPRISES
NOV 2016 - MAR 2019

- Directed creation of marketing collateral, including copy, images, videos, emails, and printed materials.
- Collaborated with product development to plan and execute strategic marketing initiatives for five annual catalog cycles.
- Managed B2C email campaigns, blog posts, and social media accounts.
- Designed monthly curated catalogs and trade show signage.
- Onboarded and trained new team members.
- Developed printed materials to support campaigns and boost sales.