



Alexandria Jackson

ASSOCIATE CREATIVE DIRECTOR

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773-636-6558

PERSONAL SUMMARY

Dedicated and versatile Creative Director with a passion for establishing brands through innovative digital engagement. Skilled in strategic brand development, visual design, and cross-functional team leadership. I excel at communication, problem-solving, and adaptability, ensuring seamless project execution and creative excellence. With over a decade of experience in design and art direction, I am committed to exploring fresh and imaginative ways to connect with audiences. I believe that harnessing the unique skills of a team unleashes the potential for captivating storytelling, whether in brand development, photography, or web design. My career journey has taken me from Chicago to Milwaukee, enriching my experience in multicultural initiatives across diverse industries, including education, healthcare, philanthropy, and travel.

SKILLS

- Art Direction
- Digital Design
- Web Design
- Leadership
- Brand Development
- Concept Development
- Project Scoping
- Campaign Development
- Cross-Functional Collaboration
- Revenue Generation
- Innovation
- Adaptability
- Strategic Thinking
- Education
- Healthcare
- Team Management
- Copywriting
- UI/UX
- Client Meetings
- Deadline-Oriented
- Storyteller
- Advocate

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WORK HISTORY

PERM SUBSTITUTE TEACHER / **SCHOOL DISTRICT 205 AND D90**

- Lead and manage students ranging from elementary-middle school
- Providing support, calm and joy to students of diverse backgrounds

03/2025 - PRESENT

ASSOCIATE CREATIVE DIRECTOR / **EDELMAN**

- Creative Leadership and Team Management: Overseeing the end-to-end creative process, ensuring quality and consistency, and mentoring a team of designers, copywriters, and art directors
- Client Collaboration and Strategic Thinking: Analyzing market trends and consumer insights to inform creative strategies, presenting ideas to clients, and maintaining strong client relationships
- Overseeing the end-to-end creative process from ideation to execution, creativity, and consistency across all deliverables

02/2024 - 07/2024

1. Launched campaign and website within first 3 months

<https://www.yourpharmacist.org/>

ASSOCIATE CREATIVE DIRECTOR / **BRINK COMMUNICATIONS**

- Led and managed creatives, working on multiple accounts
- Utilized lateral thinking to craft compelling brand narratives and impactful design
- Collaborated on branding, digital design, web development, and user experience
- Responsible for scoping, budgeting, and creative directing RFPs

12/2021 - 11/2023

SENIOR ART DIRECTOR / **MANIFESTO**

- Collaborated with the creative team to conceptualize and execute campaigns for both national and regional brands
- Played a pivotal role in winning 2 new accounts, including Intel and Delta
- Sole designed creative, working closely with the Creative Director and presenting to stakeholders

09/2017 - 09/2019

1. Managed and delivered campaigns for 8+ client accounts

2. Spearheaded the integration of campaigns through multiple channels

SENIOR DESIGNER / **KOHL'S CORPORATE**

- Created compelling and results-driven social media graphics
- Translated design concepts to meet brand expectations, while meeting time constraints
- Managed independent design projects

08/2016 - 04/2017

ART DIRECTOR / **BVK**

- Conceptualized user experiences for interactive platforms
- Created impactful print ads, interactive banners, and engaging campaigns
- Executed creative campaigns for the non-profit sector

01/2014 - 02/2017

1. Managed the design and development of 3 websites

2. Art directed the design of 2 publications

3. Won 2 MKE 99 Awards

FREELANCE ART DIRECTOR / **CAROL H. WILLIAMS**

- Art directed 4+ client accounts as the sole art director
- Utilized as a copywriter and digital artist
- Contributed innovative ideas and participated in RFPs
- Pioneered groundbreaking campaign ideas selected by Leo Burnett for their multicultural initiatives
- Art directed and copywrote Buick tv scripts

05/2013 - 11/2014

UI/UX LEAD / **72 PIXELS**

- Managed project deliverables and secured client requirements
- Translated wireframes to visual designs and collaborated with creative teams for over 10+ projects Conducted daily client meetings
- Led UI/UX design efforts, while being the main point of contact for the creative team at Walgreens
- Managed a development team that was overseas
- Opened Chicago office and supervised 7 employees

08/2012 - 05/2013

EDUCATION

COLUMBIA COLLEGE CHICAGO

2008 - 2012

Advertising Art Direction B.F.A

3.5 GPA

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AWARDS & RECOGNITIONS

UNITED ADWORKERS MKE 99 AWARD FOR THE 2016 HOLIDAY GIFT GUIDE

2015 UNITED ADWORKERS MKE 99 AWARD FOR UNLUCKYTHIRTEEN

2015 UNITED ADWORKER MKE 99 AWARD FOR GET CHECKED OMAHA

4A'S FACE OF TALENT WINNING TEAM'S ART DIRECTOR OF 2012

2009 WINNER OF CROSSROADS TRADING CO. PHOTOGRAPHY CONTEST OUT OF 1600 ENTRIES

2008 YA SERIES ARTWORK ADOPTED INTO ELITE ARTS PROGRAM

SPRING 2008 PORTRAIT SELECTED FOR THE NAACP ART COMPETITION

TRAINING

THE MANAGEMENT CENTER

LASER TECHNICIAN TRAINING

VOLUNTEER EXPERIENCE

SERVE

UNLUCKYTHIRTEEN CAMPAIGN

GET CHECKED OMAHA

REFERENCES

References available upon request.

Alex is talented!

Her visual sense is top shelf. She has a great spirit and her personality unique in every way. She made our creative better and brought light in the studio everyday. Skilled with design, project management, presentation building as well as standing up in front of clients and delivering a presentation with ease and comfort. Hire Alex if you've got a cool culture that's built on great talent making great work, she'll fit right in and instantly elevate your work.

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