

ALEXANDRA J. HUSBAND

husband.alexandra@gmail.com

CREATIVE DIRECTOR

Highly skilled creative director with expertise in producing original content to increase brand awareness, social media engagement and revenue. Experienced in creative conception, copywriting, and brand definition.

Copywriting | Creative Direction | Advertising | Brand Identity | Scriptwriting | OOH | Ideation | Digital Media

EXPERIENCE | ACHIEVEMENTS

GLOW | New York, NY

2021 – Present

Associate Creative Director

- Concept, produce and create award-winning content for Apple TV+, HBO, TBS, Paramount +, Spotify and NBA
- Lead a team of Art Directors, Senior Designers, Junior Designers, and Copywriters across numerous projects
- Pitch, win, and retain new business for clients including Ubisoft, Jägermeister, Peacock, TBS, and Paramount
- Deliver compelling content year-over-year to increase client retention
- Create compelling campaigns that resonate with target audiences, from high-profile events to engaging, platform-native content

FREELANCE | Los Angeles, CA

2018 – Present

Copywriter

- Concept, create and write copy for lululemon's social channels and branded content hub.
- Develop pitch packages for Netflix's suite of upcoming shows (most recently *Virgin River*, Season 3)
- Write copy for a 36-page print booklet for *Charlie Puth, Honda Civic Tour 2018*, for circulation at 20+ shows across the U.S.
- Write UX/UI copy for Fortune 500 clients including CVS/Aetna and Comcast.
- Create social assets at Netflix for their suite of stand-up comedy specials.
- Collaborate with Netflix on rebranding social communities, most notably @nixonnetflix.
- Increase audience engagement/CTR through email marketing campaigns for clients including *Honda Civic*, *The Governors Ball*, and *Austin City Limits* music festivals.
- Ideate and script content series for various artists under the Warner Music, London label, most recently Ashnikko.
- Execute on RFPs as a third-party vendor, creating original pitch decks with original creative and unique copy.

LAUNDRY SERVICE | Los Angeles, CA

2020 – 2021

Senior Social Media Manager, FOX Broadcasting & Amazon Music

- Write original content on *Twitter/Instagram/Facebook* to engage an audience of 10M+; achieving increased engagement and audience growth on multiple handles including *Prodigal Son*, *The Resident*, and *I Can See Your Voice*.
- Grow social channels on both established and new accounts by over 100% through strategic posting and paid media.
- Mentor a team of Social Media Managers and Coordinators through copyediting and monthly analytic meetings.
- Lead at least one meeting per quarter to present and teach new features and techniques to junior team members.
- Script and create copy for Amazon Music's original series featuring artists such as Zara Larrson and St. Vincent.

ENTERTAINMENT TONIGHT | Los Angeles, CA

2019 – 2020

Social Media Producer

- Manage/post original content on *Twitter/Instagram/Facebook* to engage an audience of 10M+; achieving increased engagement and audience growth.
- Collaborate with broadcast, *ET Online*, and *ET Live* to identify key stories; achieving the highest audience engagement during high-profile events including *Emmys*, *Teen Choice Awards*, *VMAs*, and *Comic-Con*.
- Strategize with editorial, broadcast, and production teams to create and execute a cohesive 360 brand strategy.

LINEAGE INTERACTIVE | Los Angeles, CA

2016 – 2018

Content Strategist

- Partnered with *Kobalt* to raise brand awareness; achieved top ten tool brand over nine months and increase of 5,000+ followers on *Facebook/Instagram*.
- Created microsites for *Shark Week (Discovery)* and *Game of Thrones (HBO)*; achieved approval of selected multimedia assets and increased site traffic during two-week campaigns.
- Posted unique content for *Zurich*; achieved increased CTR of 89% and engagement of 110%.
- Increased *YouTube* followers/views by 80% for *Galantis* through strategic marketing on *Facebook* and *Twitter*; achieved 80M *YouTube* views of *No Money* music video.

EDUCATION

Bachelor of Arts | James Madison University | Harrisonburg, VA Dual Major: *Communication Studies & Writing and Rhetoric & Technical Communication*