

# ALEXIE MALLOY

BRAND DESIGNER & MARKETER

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**EMAIL:** Hey@whereslexie.com

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## EDUCATION

**M.P.S Marketing** LIM College, 2019

**B.A Comms** Salisbury University, 2016

## PROGRAMS

Figma, Adobe Creative Suites

## REFERENCES

Oliver Smalls (843) 327- 0172  
Art Director, Shutterfly

Lindsay Buie (708) 805- 4171  
Art Director, Snapfish

Tiffany Penn (240) 432-7191  
CEO, Penn Agency

With over 10 years in hospitality and retail marketing, I've honed my skills in building strong brands and creating campaigns that connect. From crafting attention-grabbing email campaigns to designing user-friendly websites, I bring creative solutions that drive engagement and revenue. My in-house experience has taught me the value of collaboration, working closely with cross-functional teams to align designs with business goals and deliver seamless brand experiences. I'm passionate about storytelling, problem-solving, and turning ideas into measurable results that make an impact. Let's work !

## EXPERIENCE

### Designer II - Shutterfly, inc.

December 2020 - Present

- **Design and develop engaging UI content** for B2C markets, including websites, mobile apps, email campaigns, and social media assets, ensuring a seamless user experience and brand consistency.
- **Produce high-quality print materials** to support B2C sales initiatives, collaborating with brand partners to deliver impactful and visually compelling marketing collateral.
- **Oversee and execute 5-8 projects weekly**, maintaining a balance between creative excellence and timely delivery to consistently meet deadlines and exceed expectations.

### Media and Marketing Manager - Lansdowne Resort and Spa

July 2018 – Feb 2020

- **Developed dynamic social media content** and fostered influencer partnerships, achieving significant year-over-year growth in channel followers.
- **Authored and distributed press releases, media advisories, and alerts**, while coordinating press trips, media visits, and special events to elevate brand exposure and industry presence.
- **Oversaw a \$93K media buy** for the Winter Wonder Lansdowne campaign, strategically optimizing ad placements to maximize reach, engagement, and ROI.

### Comms Consultant- eGlobal Tech ( DHS, TSA)

May 2017 – June 2018

- **Designed and developed marketing materials** for agency events, including graphics, posters, presentations, brochures, and flyers, to effectively communicate the agency's mission and goals.
- **Reviewed external presentations** to ensure adherence to Office of Public Affairs guidelines, Sensitive Security Information Program requirements, and Office of Chief Counsel standards, maintaining compliance and quality control.