

ALYSSA POWELL

WWW.ALYSSA-POWELL.COM · POWELL.ALYSSA@GMAIL.COM · (917) 940-0320 · LA BASED

Senior integrated producer and growth manager with 12+ years experience in multi-million dollar accounts in which I manage international teams, client comms and celebrity relations while producing compelling brand campaigns, nationwide events, large scale media buys and custom creative content.

WORK EXPERIENCE

CONSULTANT · SENIOR INTEGRATED PRODUCER & CREATIVE · CURRENT · NYC & LA

- **STEVE AOKI X ASICS (AGENCY)** - Senior PM for the ASICS campaign #IMoveMe. Deliverables included: custom video, micro-site, celebrity influencer partnerships with Steve Aoki & !llmind, media partnerships, PR launches and over 300 social posts to support a large influencer roll out.
- **SHECK WES X FOOTACTION (AGENCY)** - Worked with LVRN, Sheck Wes and more to launch the "No One Way" campaign. Deliverables included: in-store event executions, photoshoots, media plan, talent contracts and Spotify playlist partnerships.
- **UNITED RECORDING STUDIOS (SUNSET GOWER)** - Lead the redesign of the legendary music studio's website and visual brand.
- **JIM DUNLOP MFG** - Designed logo studies and various product comps for the art department.
- **RALPH LAUREN** - Onboarded an agency to help with the social and email workload for all 5 brands globally. I worked as a creative producer and helped create operational workflows.
- **BEAUTY COUNTER** - Helped PM extra work during the holidays. During my time there, I also created a new workflow for their video team to help expedite approvals and delivery.
- **CANDESCENT CANNABIS** - Oversaw marketing operations with the CMO. Migrated the entire company over to Asana to combine the efforts of Product Development, Marketing and Sales to seamlessly work together on product launches.

MEDIA MONKS · SENIOR INTEGRATED PRODUCER · 2021 - 2023

Currently producing 360 accounts and pitches while managing all teams internally and leading client communication for tech and entertainment accounts in the US.

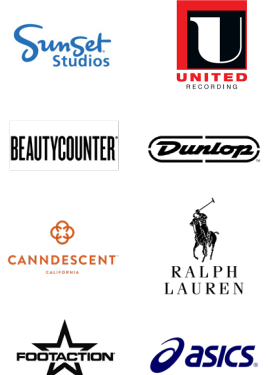
- **PITCH WORK** - Produced and staffed for large scale, 360 pitches for the entertainment division. After closely analyzing the client's RFP, I help decide what deliverables the company can produce (with options), vet creative ideas to ensure we can produce them within budget, produce timelines, craft detailed budgets and pitch.
- **CREATIVE PRODUCTION FOR 360 CAMPAIGNS** - I manage creative production for everything from interactive web, print, platform/immersive web, video, illustration, animation and experiential within all departments across Media Monks globally, with a focus in digital and entertainment. This means creating and tracking estimates, timelines, change orders, internal burn rates, re-staffing teams due to scope creeps and more.
- **WORKING WITH GLOBAL TEAMS** - Every campaign and pitch includes teams from all over the world, including Buenos Aires, Amsterdam, Mexico City, APAC, NYC and LA. By meticulously staffing teams using various hourly rates we are able to cut costs in some areas and always have someone working around the clock to deliver on tight timelines.

CONDÉ NAST · SENIOR PROJECT MANAGER · FASHION & BEAUTY · 2016 - 2018

Responsible for successfully leading and servicing the largest branded content programs in Condé Nast at their internal agency, 23 Stories. I helped manage the accounts during the pitch, and officially owned accounts at point of sale, to launch and post-execution analysis.

- **LEAD EXECUTION OF \$1-3M CUSTOM ADVERTISING CAMPAIGNS** - Managed client and internal teams. Campaigns included celebrity influencer marketing, long & short form videos, on-set management & production, display media plans, tracking social views and budgets and general digital advertising/banner programs across the Condé Nast network.
- **OWNED ALL CLIENT RELATIONSHIPS WITH FORTUNE 500 COMPANIES** - Ensured a positive experience and a returning client. I served as the only point of communication between Condé Nast brands (mostly Vogue & WIRED) and clients such as Range Rover, Audi and Target.

CLIENTS & PROJECTS



ALYSSA POWELL

WWW.ALYSSA-POWELL.COM · POWELL.ALYSSA@GMAIL.COM · (917) 940-0320 · LA BASED

WORK EXPERIENCE CONTINUED

NBA · CREATIVE ACCOUNT MANAGER · EVENTS & MARKETING · 2014 - 2016

Working with the NBA, WNBA, and D-League, I managed internal and external teams of production assistants, designers and creative agencies to deliver branded event assets, execute event walkthroughs, event installs and create event style guides.

- **OVERSAW DIGITAL & PRINTED DELIVERABLES** - Managed from all aspects including concept, event walkthrough, design, production, and delivery for all major league events, global marketing campaigns, internal collateral, game promo pieces, event decor installs and more.
- **MANAGED LIVE GAME/EVENT DIGITAL ASSETS** - Live game assets included print, motion and digital deliverables and varied depending on the event location.
- **SET & MANAGED THE DEPARTMENTS ANNUAL BUDGET** - Met with team leaders to project the department's business planning numbers (\$4M+) and to oversee budgets throughout the year.

GLU AGENCY · CREATIVE PRODUCER · ADVERTISING & EXPERIENTIAL · 2012 - 2014

I managed integrated advertising activations including general content, digital advertising, websites, event creative, media content and more.

- **NICKI MINAJ X PEPSI** - Managed social video content, digital assets and media campaign.
- **LIL WAYNE X MOUNTAIN DEW** - Activation included a branded concert on a NoLa rooftop to launch the skate park (below). I worked on event creative and digital asset creation.
- **STREET LEAGUE SKATEBOARDING** - Brand identity, signage and install for the event.

MAX MEDIUM · OWNER & GRAPHIC DESIGNER · 2010 - 2014

A boutique branding agency I owned I created all branding, copy and design while outsourcing development. Through networking I was able to get clients in Los Angeles & NYC.

- **CLIENTS** - Victoria's Secret, Aryn Glaser, The Dating Ring, Dogeared Jewelry & RAEN Optics.

EDUCATION & SKILLS

SAN DIEGO STATE UNIVERSITY · BFA GRAPHIC DESIGN

PROJECT MANAGEMENT & MARKETING - Google Suite, Basecamp, Monday, Smartsheets, MS Office, Microsoft Teams, Google, Asana, Wrike, Air Table, Microsoft Office: Excel, PPT, Word, KeyNote, Slack, Google Analytics, EventBrite, MailChimp, Constant Contact, Sprout Social, Planoly

CMS PLATFORMS - Squarespace, Wix, Wordpress, Joomla, E-Commerce: Shopify

CREATIVE TOOLS - Branding Design Experience, Publisher, Adobe Creative Suite: Illustrator, InDesign, Premier, Photoshop, Dreamweaver, Lightroom, DSLR & Film Photography, DSLR Video, Image Editing & Retouching, Illustration, Fine Art (www.AlyssaDunlop.com)

VOLUNTEERING - SDSU Art Mentorship Program (Mentor 2020-2021), Free Arts NYC (Volunteer 2019)

CLIENTS & PROJECTS

