

## CONTACT

alexeniemeyer@gmail.com

603.512.6940

Boston, MA

## PORTFOLIO

alexeniemeyer.com

## SKILLS

Adobe Creative Suite

Sketch

Web Design

HTML, CSS

WordPress

Email Design

Campaign Management

Tools: Marketo, Eloqua

Vector Illustration & Animation

Hand Drawn

Illustration & Lettering

Microsoft Office

Mac, PC

## CERTIFICATIONS & ACCOMPLISHMENTS

Monthly Manager Training,  
WordStream, May 2020 - Present

AGI Online Training, April 2019  
CSS Training Course-Introduction

Dale Carnegie Certification,  
May 2017

Outstanding Customer Service

Employee Award, May 2017  
Employee Excellence

## PROFESSIONAL EXPERIENCE

### **LOCALiQ | Sept 2020 – Present** *(WordStream transitioned to the Gannett|USA TODAY NETWORK)* **Senior Creative Designer**

Currently on the Brand Design Team of the B2B Marketing Team under Gannett|USA TODAY NETWORK. Although our focus is on LOCALiQ, I often design for other sub brands, such as Reach Local and WordStream. I create all marketing, branding, and internal assets, while communicating across multiple teams. Creatives include: paid and organic print and digital campaigns, online marketing guides, webinar assets, sales collateral, newsletter design, and social animations.

### **WordStream | February 2020 – Sept 2020** *(ThriveHive merged with WordStream)* **Senior Creative Designer**

Oversaw all design projects, implemented a new design direction for all marketing and website assets, and initiated a collaboration between the Design and Website teams to ensure brand consistency. Developed creative direction for all assets, such as: paid and organic print and digital campaigns, online guides, and webinars. Successfully managed the Junior Graphic Designer, providing support and direction for their continued growth.

### **ThriveHive | June 2017 – February 2020** *(Formerly known as Propel Marketing)* **Senior Creative Designer**

Managed creation of all marketing and branding assets from concept to delivery. Executed the creative direction for the rebrand of Propel Marketing to ThriveHive, ensuring new brand was prevalent in 535+ markets and 36 states. Enforced new brand guidelines across company assets, website, and social platforms. Implemented promotional design strategy for Google Event Series, a \$10 million in revenue series over the course of 3 years. Strategized with CMO of ThriveHive and SVP of parent company, Gannet, to create promotional contest, bringing in 1,500 leads every quarter.

### **Propel Marketing | Dec 2015 – June 2017** **Creative Designer**

Created all marketing and branding materials which included: email design, landing page design, infographics, digital and print ads/creative campaigns, sales collateral, and eBooks.

### **Whole Foods Market | Aug 2012 – Dec 2015** **Graphic Designer, Store Graphic Artist**

Designed store collateral, local online ads, 3D creative displays, and illustrated all chalkboards. Spearheaded correct use of brand guidelines to carry out a cohesive look across the store.

## FREELANCE

### **Unstack | Graphic Design | 2021**

Designed Startup Marketing Trends data report.

### **Brilliant Balance | Graphic Design | 2020-2021**

Designed logos, icons, and reports for new services.

### **Agentz | Website Design | 2019**

Designed website for Agentz, a technology company in California.

## EDUCATION

### **Massachusetts College of Art and Design | 2008 – 2012**

Bachelor of Fine Arts in Graphic Design