

LEXIE PÉREZ*

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STRATEGY DIRECTOR

Award winning creative and brand strategist with multi-disciplinary skills in marketing, advertising and research. Holds a strong belief that a great brand is the sum of interactions experienced by people. Enjoys helping solve complex problems that not only addresses a business' vision but responds with empathy to the needs of real people, not simply customers or users. Currently working on strategy projects as a freelance strategy consultant and teaching at Miami Ad School.

SPECIALITIES

Brand Positioning + Development
Content Marketing + Editorial Planning
Social Strategy
Experience Mapping
Agile Research (Qualitative)
Competitive Analysis
B2B & B2C Marketing
Workshop Design & Facilitation
Spanish Language

EDUCATION

Hobart and William Smith Colleges
Bachelor of Arts, May 2004
Double Major: Psychology and Media Communications

Marketing Week: Mini-MBA Marketing
June 2020

AWARDS

Gold Cannes Lions: Communication, Design, Brand Experience & Activation (2018)
D&AD Graphite/Wood: Media, Branded Content & Entertainment (2018)
Shorty Award (2015)
Silver Cannes Lions (2013)
Bronze Cannes Lions (2013)
CLIO Bronze Award (2013)
360i Make Your Mark Award (2013)

*You can call me Lex

EXPERIENCE

LP CONSULTING, SAN FRANCISCO & OAKLAND

2019 - PRESENT

FREELANCE STRATEGY DIRECTOR & MARKETING CONSULTANT

Independent strategy director & consultant helping large and small brands figure out who they are, why they exist, and how they show up in the world. These partnerships include leading the distillation of insights into brand positioning, website redesign, social / digital strategies, and campaign plans . Agencies include Ueno, Supervillain, Imprint Projects and clients include Venmo, TripShot, The Bill and Melinda Gates Foundation, Uber Eats, A Democracy in Color, and A Dozen Cousins.

INTEL CORPORATION, SAN FRANCISCO, CA

2016 - 2019

STRATEGY LEAD AT AGENCY INSIDE

Strategy lead at in-house agency across brand partnerships, integrated campaigns, product launches, go-to-market plans, digital product redesign, messaging platforms. Areas of focus include: Brand strategy, partnerships (i.e. Olympics, NFL, NBA, Disney, Blizzard, NYTimes), Drones, Virtual Reality, Corporate Strategy, Gaming / eSports, DEI.

TOUGH MUDDER, BROOKLYN, NY

2015 - 2016

GLOBAL HEAD OF SOCIAL MEDIA & CONTENT STRATEGY

Led the translation of brand vision into a global social strategy and editorial programs to communicate product launches, brand partnerships, services and community driven mission. Created the first ever global ambassador program. Established a social and content team of four.

BIG SPACESHIP, BROOKLYN, NY & SEOUL, KR

2014 - 2015

SENIOR STRATEGIST

Lead social media strategies & editorial planning for brands & new business pitches. Established Seoul, Korea presence to shape cross-collaboration between Seoul, BK teams and clients. Clients included Samsung Mobile, Google Maps, Fred Segal.

MSL GROUP / PUBLICIS GROUPE, NEW YORK, NY

2013 - 2014

DIGITAL STRATEGIST

Managed creative strategy and digital strategies for Procter & Gamble's 360 campaigns in collaboration with PR, influencers, media, TV. Clients included Charmin, Bounty, Puffs, Febreze, Swiffer, Dawn. Provided mentorship to junior team members.

360i / DENTSU, NEW YORK, NY

2012 - 2013

SENIOR MANAGER, SOCIAL MARKETING & CONTENT

Spearheaded digital & social strategies for top tier brands across the agency through social first campaigns, cultural trends identification, measurement frameworks. Author of Oreo Super Bowl tweet that impacted the industry, won 360i industry recognition as "next generation digital agency" and more. Clients include Coca Cola, Oreo, Checkers & Rally's, Downy, Fisher Price, Hanes.

STR8NYC.COM, NEW YORK, NY

2007 - 2012

FOUNDER/ MANAGING EDITOR

Launched a digital publication focused on culture, music & entertainment reaching over 2M readers monthly. Spearheaded strategic music partnerships, community building and brand development.

CANOE VENTURES, NEW YORK, NY

2009 - 2011

MARKETING COMMUNICATIONS ASSOCIATE

Support on B2B marketing, brand development and led event planning & advisory board program.

FOX CABLE NETWORKS, NEW YORK, NY

2008 - 2009

AFFILIATE SALES AND MARKETING COORDINATOR

Assisted with local market research reports and analysis reports for 8+ affiliate networks campaigns.

COURT TV /TURNER BROADCASTING, NEW YORK, NY

2004 - 2007

ASSOCIATE PRODUCER

Produced programming for a live daily show addressing the legal topics and stories of the day.