

Alex Elder

<https://www.linkedin.com/in/alex-elder-b8706212a> (Linkedin)

Strategist

Brand strategist, audio producer + music & film nerd.

None

Experience

MØRNING.

Creative Strategist

2023 - Present

- Crafting creative strategies, playbooks and TOV guardrails for brands wanting to speak authentically to younger audiences or early style adopters
- Reporting on trends across pop culture, the social ecosystem & emerging technologies
- Lead on Ø - MØRNING's chatbot which shares insights & provocations via conversational WhatsApp flows

NTS LIVE LTD (NTS RADIO)

Freelance Producer

2017 - 2023

- Supporting radio hosts live on Friday nights to ensure shows run smoothly
- Creating show graphics, tweets and chatroom management
- Troubleshooting technical issues with the DJ and broadcast equipment

BBH London

Strategist

2022 - 2023

- Manage the strategic response to campaign briefs by mapping out the creative opportunity & weaving disparate qual and quant inputs into a cohesive narrative
- Briefing creatives & media partners to ensure that output aligns with the brand's values
- Interpret grocery switching data, changes in NPS scores & update my team on how this impacts Tesco
- Produce a weekly all-agency newsletter on culture & its implications for the

advertising industry

Clients: Tesco, Tesco Mobile, F&F

Somethin Else Creative Studio

Social Strategist

2019 - 2022

- Using dashboards and engagement data to generate insights that actively help to solve brand problems across our client portfolio
- Present findings/reports to senior stakeholders
- Creatively using insights & research to generate ideas for new content strands
- Share platform updates and summarise white papers to keep the team informed about consumer trends & the social landscape

Clients: The BRITs, BBC Sounds, Radio 1, Island Records, Mercury Prize, Amazon Prime.

Byte

Creative Planner

2018 - 2019

- Generate ideas & content strategy for a variety of digital promotions (EG full-funnel digital campaigns, chatbot conversation design, Snapchat lenses and organic post ideas)
- Specialising in audio production work (video mixdowns, music supervision and Spotify ads)
- Briefing & feeding back on output by designers or newer members of staff

Clients I've worked with: COLLUSION, Spotify, Just Eat, Clean & Clear, The Barbican

Byte

Content Planner (Spotify)

2018 - 2018

- Leading on research, copy and art direction for Spotify UK's organic social media posts
- Manage a calendar of cultural events, album anniversaries and new releases used in planning
- Assisting on shoots and generating formats for content capture opportunities with artists

Byte

Account Executive (Spotify)

2017 - 2017

Education

University of Exeter

Bachelor of Arts (BA) - 2013 - 2016

Skills

Consumer Behavior

Content Production

Radio Production and Adobe Audition

Cultural Intelligence

Market Research

Strategic Communications

Branding & Identity

Strategy