

Alex Elder He / him

Curriculum Vitae

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About me: I am a brand strategist with a background in social and audio creation. I have a keen interest in researching and understanding human behaviour, especially around digital consumption and self conception.

Employment:

March 2023 (onwards)

MØRNING - Creative Strategist (Nike, Dr. Pepper, Snapchat)

- Crafting digital strategies, playbooks and TOV guardrails for brands wanting to speak authentically to Gen Z
- Keeping my ear to the ground and reporting on trends in pop culture and the social ecosystem
- Strategy lead on Ø - the agency's chatbot housed in WhatsApp which passes insights to prospective clients

2022 - 2023

BBH - Strategist (Tesco & Tesco Mobile)

- Manage the strategic response to briefs at the outset of a campaign's development by mapping out the creative opportunity & weaving disparate qual and quant inputs into a cohesive & easy to digest 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

2019 - 2022

Something' Else - Social Strategist (BBC, The BRITs, Amazon Prime Video, Mercury Prize, NCS podcast)

- Using dashboards & engagement data to generate insights to actively help to solve brand problems across our client portfolio
- Present my reports to senior stakeholders both internally and client-side
- Share platform updates and summarise white papers into 1-pagers that keep the wider team abreast of consumer trends & developments in the social landscape

2018 - 2019

Byte - Creative Planner (Barbican, COLLUSION, Clean & Clear, Just Eat)

- Generate ideas & content strategy for a variety of digital promotions (full-funnel digital campaigns, chatbot conversation design, Snapchat lenses and organic post ideas)
- Specialising in audio production work (voice-over mixdowns, music supervision and Spotify ads)
- Briefing designers & junior creatives in order to get the best out of them

2017 - 2018

Byte - Account Executive (Spotify)

- Supporting the always-on content team with ideation and research for new repeatable franchises
- Managing a calendar of cultural events, album anniversaries and birthdays used for brainstorming
- Proofing and scheduling of all organic assets through a content management system

2017 - 2023

NTS - Radio Producer

- Supporting radio hosts to ensure shows run smoothly & recommend future segments or guestmixes
- Conducting edit work on recorded shows that require it
- Troubleshoot technical issues with the DJ and broadcast equipment

Awards

2023 - APG Creative Strategy Award, Tesco Mobile - Shortlisted

2022 - Marketing Week Award, Tesco Mobile - Telco & Media winner

2022 - Podcast Awards, NCS Youth Rising podcast - Best branded podcast runner up.

2019 - Lovie Awards, Barbican 'AI: More than Human' Chatbot - nominated

Qualifications:

University of Exeter (2013 - 2016)

BA Economics and Marketing with Film Studies (1st Class)

If you require a more detailed breakdown of my modules, feel free to contact me for my degree transcript.

Colchester Royal Grammar School (2006 - 2013)

A Levels

Art - B

Economics - A*

English Literature - A

General Studies - B

GCSEs

2 A*s, 6 As, 2 Bs

Skills

- Clear communicator who can translate analytical work into easily understood and actionable insights
- Confident long or short-form writer.
- Personable and approachable worker who enjoys collaboration.
- 'Ambidextrous' left & right-brain thinker comfortable analysing data and using findings to write 'springy' creative briefs.
- Proficiency in data manipulation in Excel / Google Sheets.
- Desk research enthusiast who leaves no stone unturned.
- Fast learner - always willing to pick up new skills.

Interests:

I have always been fascinated by music. At school, I volunteered at a local community radio station. At university, I promoted clubnights where I worked across many aspects of the event roll-out; from negotiating headliner fees to crafting content plans. I've recently re-entered the world of promotion with my Enter the Noid imprint - a radio show and event series focusing on affective music and outsider art. I'm extremely proud of my 6-year stint as a producer at NTS Radio, a station cherished by many across the world. It's been fantastic to retain the same slots for such a long time and foster deep relationships with the on-air talent I look after.

Outside of work and my music obsession, I'm a bit of a bookworm (who consumes everything from political theory to ethereal graphic novels) as well as being a long-standing movie nerd. For the past five years, I've had the pleasure of attending CPHDOX, Europe's cutting-edge documentary festival, and covering it for The Radical Art begun volunteering for The Cube Microplex, one of the oldest independent & cooperatively-owned cinemas in the UK.

References available on request