

ALEX



ASSOCIATE CREATIVE
DIRECTOR, ART

New York, NY

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EBRIGHT

PROFILE

Award-winning creative lead with 9+ years pairing sharp conceptual thinking with high-craft design execution — across brand campaigns, always-on social, and integrated 360 for entertainment, consumer, and lifestyle brands. Moves fluidly between big-picture ideas and hands-on production, building systems that scale across digital, social, CRM, and OOH.

EXPERTISE

Conceptual thinking + design craft
Brand campaigns & always-on creative
Systems-driven design at scale
Digital · social · CRM · OOH · product
Typography · layout · visual storytelling
Paid + organic social strategy

TOOLS

Adobe Creative Suite · Figma
Print production · AI image & video

AWARDS

Clio Sports — Bronze
Clio Health — Shortlist
MM&M — Gold
MM&M — Silver
Creative Conscience — Silver

EDUCATION

Art Direction
Miami Ad School
B.F.A.
Maryland Institute College of Art

PROFESSIONAL EXPERIENCE

Freelance / Self-Employed Associate Creative Director, Art · 2017–Present
Concept-to-production design and art direction for entertainment, consumer, and healthcare brands — campaign ideas brought to life across social, digital, and integrated, in direct partnership with clients.

Hill Holliday Associate Creative Director · 2024–2025

The Victory Cigar. For the Mass. Office of Travel & Tourism — a Boston Celtics championship stunt: 18 custom cigars laser-etched with the doubters' words, aired on TNT's Inside the NBA. 3M broadcast viewers, \$5M earned media & 14.2M social impressions — on a \$3K budget.

Dexcom Stelo. Pitched & won both the HCP and consumer business, then led the national launch across social, digital & broadcast — including a Glucose Goddess (Jessie Inchauspé) ambassador campaign. 400K+ app downloads.

Strayer University. Full-funnel brand campaign ("Always Striving. Always Strayer") — segmented across paid & organic digital and social. +28% YoY in awareness & consideration.

New business. Part of the winning pitch teams for Design Shop, Harvest Snaps & Dr. Bombay Ice Cream — several on fast-turnaround timelines.

Cutwater Senior Art Director · 2022–2024

POGO platform. Ideated & creative-directed the award-winning "You're Good to Pogo" launch — a new-business win across TV/CTV, social & HCP, plus the Medicare launch (MM&M Awards, Clio Health shortlist).

POGO social. Built the paid + organic strategy & playbook — +48% followers, +808% content shares, +63% positive sentiment QoQ.

New business. Pitched & won DermapenWorld (B2C device launch lead), POGO Automatic, Walden, San Francisco Bay Coffee & LG Studio Appliances.

Deutsch NY Art Director · 2021–2022

Differin "Acne Aftermath." Drove +49% brand sales growth vs. +4% for the category — demand so strong the brand sold out of product. Also launched two Differin OTC products and drove CeraVe skincare creative.

Earlier Joan Creative (Art Direction Intern · Netflix, Facebook) · Overall Murals (Hand-paint OOH) · 2016–2020

SELECTED CLIENTS

Brand & Entertainment: Netflix · Facebook · Dr. Bombay Ice Cream · Harvest Snaps · Outback Steakhouse · Celestial Seasonings · San Francisco Bay Coffee
Consumer & Retail: LG Studio · Shimano · GAF Energy · Equinor · Robert Half · Harvest Snaps
Healthcare & Regulated: POGO Automatic (Intuity Medical) · Dexcom Stelo · Boston Healthcare for the Homeless · CeraVe · Differin · DermapenWorld
Strayer · Capella · Walden · Hartz