

**Alexis Russell**

MARKETING STRATEGIST, WRITER + CREATIVE DIRECTOR

ABOUT ME

SERVICES

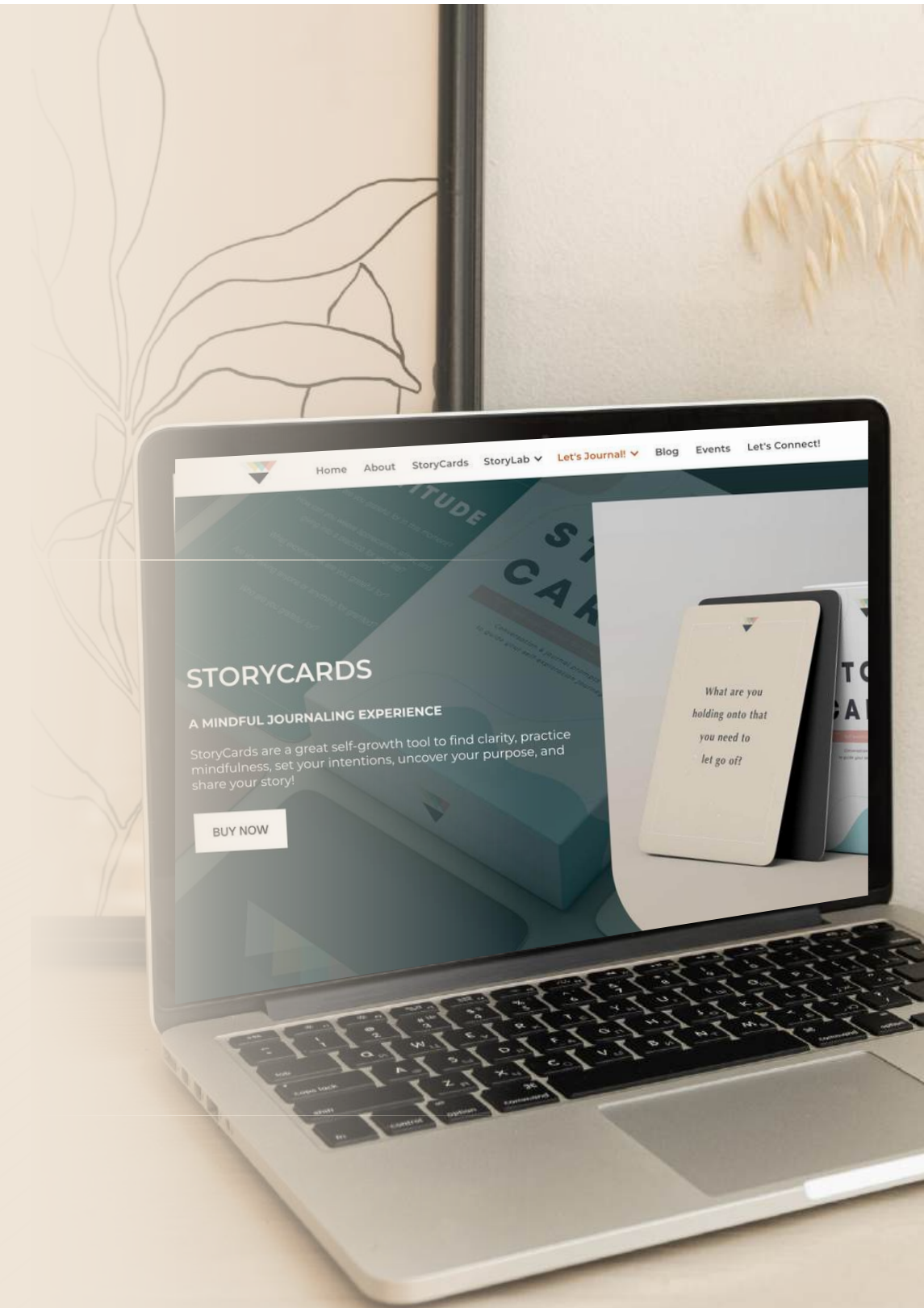
PORTFOLIO

CONTACT

# Purpose-Driven Marketing

Crafting clear, authentic stories that connect,  
inspire, and drive meaningful growth

LET'S DIVE IN



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# Alexis Russell

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## Hi there, I'm Alexis!

Marketing Strategist, Writer, and Creative Director with a decade of experience in branding, content strategy, and digital marketing strategy.

Grounded in my Christian faith, I specialize in creating authentic, purpose-driven storytelling that empowers individuals and organizations.

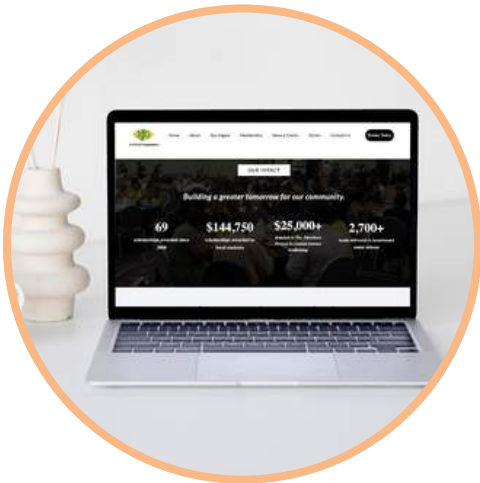
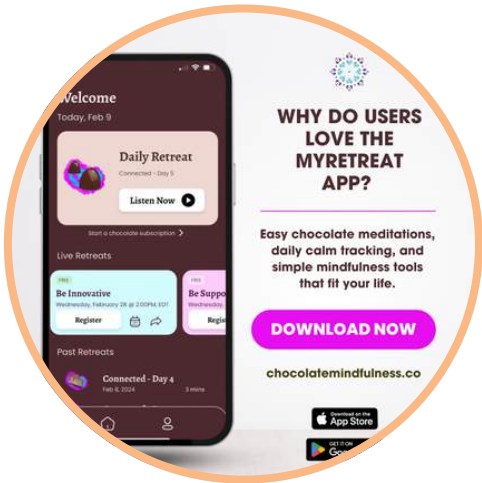
Currently, I lead Creative Direction at Inspiring Experiences LLC and serve as Director of Strategic Experience & Marketing at EXP Studio® where I lead initiatives that foster creativity, connection, and impactful storytelling. I've also founded the Mindful Journal Club, a community focused on self-discovery and mental wellness. Through my work, I help people connect deeply with their stories and their purpose. Over the years, I have collaborated with more than 60 businesses and organizations, providing strategic guidance and creative support to shape their stories and brands—amplifying their reach, deepening their impact, and expanding their audiences.

Beyond marketing, I facilitate workshops and speak at conferences nationwide, sharing insights on storytelling, leadership, and wellness. I believe every story holds power — to heal, inspire, and bring people closer to their true purpose.

DIVE INTO MY WORK + PROJECTS ↓

# Project Overview

I partner with businesses, organizations, and creators to develop and execute comprehensive **marketing and branding solutions**. My services span **strategic marketing, program development, content creation/copywriting, brand development, UX/UI, graphic design, social media planning and execution, SEO strategy, and website design and optimization**. Each project is tailored to amplify authentic storytelling, enhance audience engagement, and drive meaningful growth. I focus on delivering cohesive, purpose-driven experiences that align with my clients' goals and values, ensuring their brands connect deeply and consistently with their target audiences.



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# Most Popular Services



## Strategic Marketing & Brand Development

Crafting purpose-driven brand strategies and integrated marketing plans that build authentic connections and drive growth.



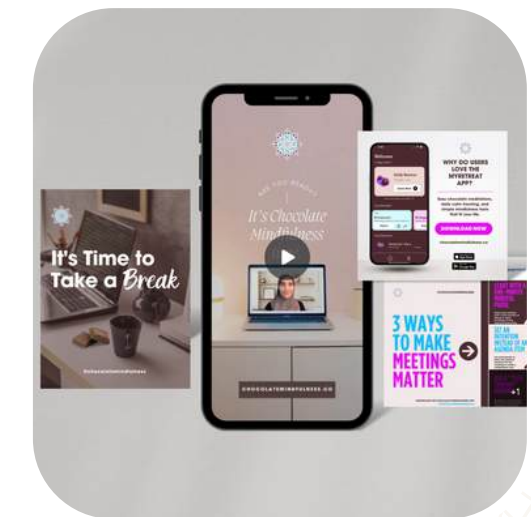
## Content Strategy & Copywriting

Developing compelling, audience-focused content across blogs, email campaigns, social media, and press materials to engage and convert.



## Website Design & UX Optimization

Designing and optimizing user-friendly, SEO-conscious websites and digital platforms that enhance user experience and increase traffic.



## Social Media Strategy & Campaign Management

Creating and executing targeted social media campaigns that grow engagement, followers, and community through data-driven insights.



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# Marketing Strategy

## MARKETING SUCCESS & STRATEGIC HIGHLIGHTS

- Successfully increased year-over-year attendance for the Economic Development Summit from approximately 60 attendees in 2019 to ~200 attendees in 2024, reflecting effective event marketing and community engagement strategies.
- Led content strategy and execution for diverse clients including Teen Empowerment, Urban League, Venture Jobs Foundation, and more, driving measurable growth in brand visibility and audience engagement.
- Spearheaded the launch and promotion of the PowerShift program for the Urban League, including naming, messaging, website copy, brochures, and social media campaigns, establishing a strong brand presence in the small business community.
- Managed and optimized social media campaigns such as Chocolate Mindfulness™ | MYRetreat, achieving a 283% increase in Instagram views (1,200 to 3,400) and a 200%+ rise in Instagram content interactions (56 to 167) within two months (June–July 2025).



### Importance of Marketing Strategy

A well-defined marketing strategy aligns business goals with customer needs, ensuring all efforts are focused and effective in driving growth and brand awareness.

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### Importance of Marketing Strategy

It enables data-driven decision-making, optimizing resource allocation and adapting campaigns to maximize return on investment and audience engagement.

# Marketing Strategy

## MARKETING SUCCESS & STRATEGIC HIGHLIGHTS

- Grew Facebook content interactions from 1 to 33 and expanded reach from 54 to 301 during the same campaign period, demonstrating successful multi-platform engagement tactics.
- Delivered comprehensive website redesigns and UX improvements for multiple organizations, including full site overhauls and SEO coaching and optimization, resulting in enhanced user experience and increased organic traffic.
- Developed and implemented integrated marketing strategies combining social media, email newsletters, event promotion, and partnerships to grow communities such as the Mindful Journal Club by 50% year-over-year.
- Created persuasive, clear copy across multiple formats — press releases, impact reports, emails, newsletters, product descriptions, and messaging frameworks — consistently supporting client goals and brand consistency.
- Coordinated media outreach and press release distribution for high-profile events like the Economic Development Summit, securing valuable local, regional, and national media coverage.



### Importance of Brand Guidelines

Ensures consistent brand presentation across all platforms and communications, which builds brand recognition and trust.



### Importance of Brand Guidelines

Provides clear direction for internal teams and external partners, streamlining creative processes and maintaining brand integrity.



# Branding Projects

I create comprehensive brand style guides that clearly define your brand’s visual and verbal identity and translate these guidelines into marketing collateral for your business, campaign, product, or project. This includes guidelines for logo usage, color palettes, typography, imagery, tone of voice, and messaging principles.

The goal is to ensure consistency across all marketing materials and touch points, strengthening brand recognition and fostering trust with your audience. These guides serve as a valuable resource for internal teams and external partners to maintain a unified brand presence.



# BRAND STYLE GUIDE – COPYWRITING + UX LAYOUT

# TEEN EMPOWERMENT

BRAND  
BIBLE

The Center for Teen Empowerment  
384 Warren Street  
Somerville, MA 02143  
Phone: (617) 554-1266

2023

LOGO SYSTEM

Primary Logo Mark

The Center for  
TEEN EMPOWERMENT

TEEN EMPOWERMENT

— THE CENTER FOR —  
TEEN EMPOWERMENT

TEEN EMPOWERMENT

TEEN EMPOWERMENT

Rational

The new mark of the Center for Teen Empowerment represents the power and voice of youth being heard. It symbolizes a community where young individuals can thrive. The youthful TE brush stroke letters combined with the bold wordmark convey an energetic attitude with modern aesthetics that capture attention and impress positive change. It represents more than just a logo – it embodies the power of youth voice.

Site logo guide

Long City Name Sample

Short City Name Sample

THEORY OF  
CHANGE

With the right skills and resources all youth – including high-risk young people – can think deeply about difficult social problems and work successfully with others to create significant change.

While youth are often seen as part of the problems facing urban communities, they are rarely engaged as part of the solution. Teen Empowerment helps youth find their voices and talents and use them to involve large numbers of their peers and adults in building peace, tolerance, and community.

CONTENTS

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Design Style9

Typography10

Design Samples11

Photography Style13

Photography Samples14

Safe Area

Our logo needs space to breathe, do not crowd the logo with images, text, or other logos.

Use discretion when scaling the logo. Be sure to sit on the safe of more white space so the logo has space around it.

Logo Typography

COLABORATE

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

MEDIUM  
REGULAR

Logo Misuse

In order to maintain a strong, consistent, and successful brand, we ask that our logo be kept in the original state in which it was designed. Please do not add to or change anything about the logo.

Combining Logos

When our logo is used in conjunction with other logos, there should be at least enough space between them to allow for the width of the icon from the TE logo.

Organization Example Logo

COLOR

Our Palette

Own our colors. TE Blue should be used in all our visual communication to help unify our brand and make it instantly recognizable as Teen Empowerment. By representing TE consistently across everything we do, we build trust and awareness, and allow for audience recall. The application of a blue wash effect on selected photos symbolizes TE's presence in a community. We use the effect over black and white images. This visual treatment emphasizes TE and youth. Other ways of integrating TE Blue are also encouraged.

Logo Colors

TE Blue  
HEX: #0055A6  
CMYK: C86 M41 Y0 K00  
PMS: 300 C

Black  
HEX: #000000  
CMYK: C0 M0 Y0 K100  
PMS: NEUTRAL BLACK C

Gradients

TE Blue Gradient

Impact Blue Gradient

PANTONE

CMYK: Ideal for full-color printing, e.g. brochures and posters

HEX: Ideal for digital screens including web and video

Brand Colors

Black  
HEX: #000000  
CMYK: C0 M0 Y0 K100  
PMS: NEUTRAL BLACK C

TE Blue  
HEX: #0055A6  
CMYK: C86 M41 Y0 K00  
PMS: 300 C

Impact Blue  
HEX: #0055A6  
CMYK: C82 M40 Y0 K00  
PMS: Medium Blue C

Cool Gray  
HEX: #444444  
CMYK: C0 M0 Y0 K100  
PMS: 656 C

TEEN EMPOWERMENT

OUR MISSION

Teen Empowerment brings youth voices to the decision-making that occurs in our communities and to the spaces that often leave young people out of conversations where their voices matter most.

We provide a safe space for youth to unpack their community and personal experiences. We also collaborate with, teach, and encourage youth to shift their energy to a place where they can find strength and power to create the change they want to see.

OUR VISION

We envision a world in which youth with adults, in mutually respectful and supportive relationships, use their voices creatively to inspire, lead, and empower their communities to achieve justice and peace.

Primary

TEEN EMPOWERMENT – SOMERVILLE –

TEEN EMPOWERMENT – BOSTON –

TEEN EMPOWERMENT – ROCHESTER –

Horizontal/Small

TEEN EMPOWERMENT – SOMERVILLE –

TEEN EMPOWERMENT – BOSTON –

TEEN EMPOWERMENT – ROCHESTER –

DESIGN STYLE

Identity

Our design style is urban defined by large bold headlines and impactful imagery. It's cleanliness and readability are key hallmarks of our style include asymmetric layouts, use of a grid based structure, sans-serif typographies, and flush-left, ragged right text. Limiting color use to our palette will help to strengthen our brand and message.

The use of white space, or negative space, is important to understand and practice. White space is key to aesthetic composition for a modern, and bold appearance.

In print, black body text should be used unless reversed out, then white body text is more appropriate.

Letterhead

TEEN EMPOWERMENT

Business cards

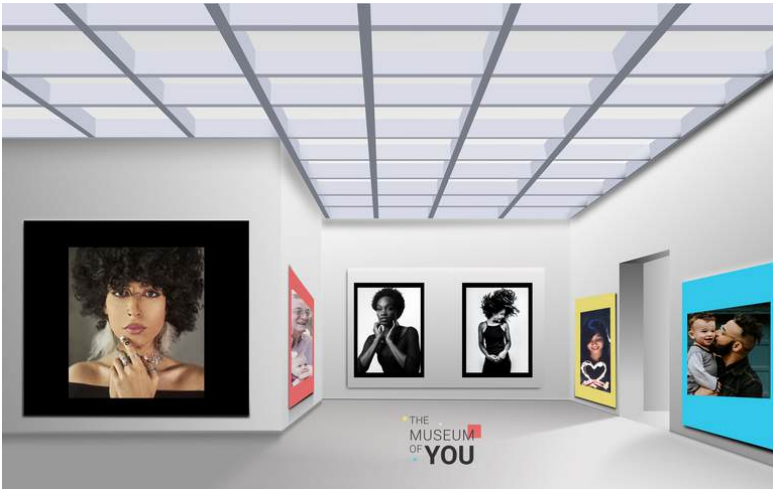
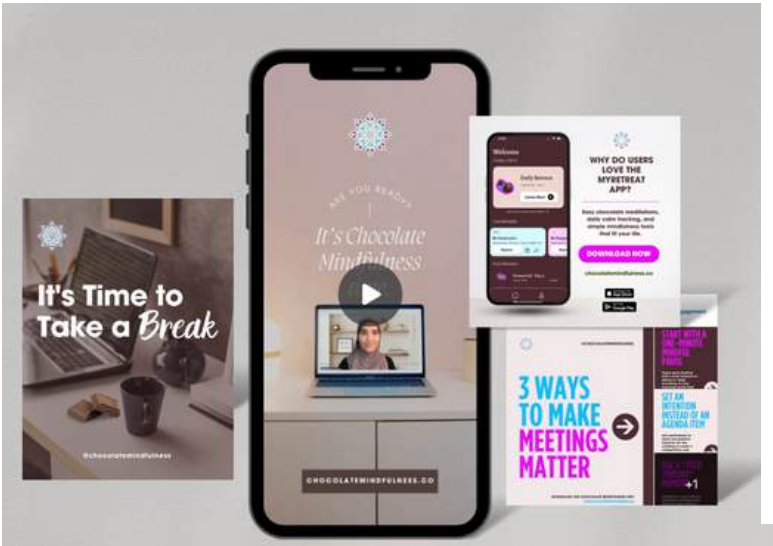
TEEN EMPOWERMENT

TEEN EMPOWERMENT

CHANGE STARTS WITH YOUTH




More Project Examples



BRAND GUIDELINES

Consistency is key.




ABOUT OUR  
BRAND

01

Brand Guidelines

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and




OUR LOGO

02

Brand Guidelines


Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has.



OUR COLORS

03

Brand Guidelines



TYPOGRAPHY

04

Brand Guidelines

**Headline Text**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz


**Subtitle Text**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

**Body Text**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

STATIONARY +  
COLLATERAL

05

Brand Guidelines





BRAND STYLE GUIDE

PRIMARY LOGO



SECONDARY LOGO



SUBMARK



WORD MARK

The Mindful  
Journal Club

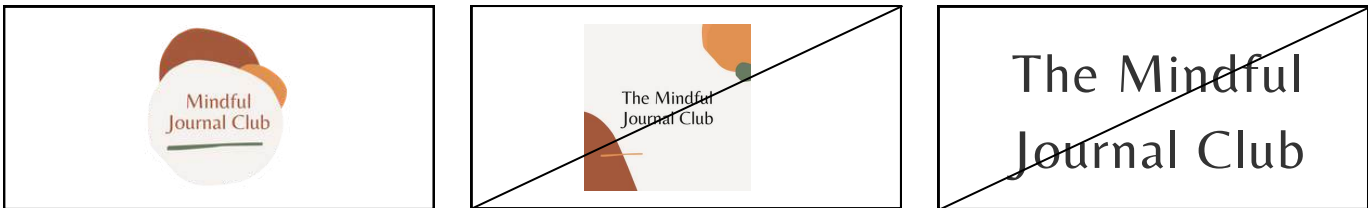
FAVICON



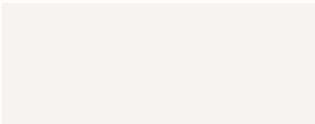
Primary logo with background color



Use the secondary logo for a small spaces



COLORS



HEX: #f6f2ef  
RGB: 246, 232, 239  
CMYK: 0, 1.62, 2.85, 3.53



HEX: #e19252  
RGB: 225, 146, 82  
CMYK: 0, 35.11, 63.56, 11.76



HEX: #717b6b  
RGB: 113, 123, 107  
CMYK: 8.13, 0, 13.01, 51.76



HEX: #a5593c  
RGB: 165, 89, 60  
CMYK: 0, 46.06, 63.64, 35.29

FONTS

Use for H1, headline, titles, quote

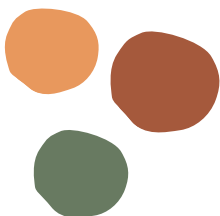
BELLEZA

Use for H2, H3, sub-headline, body text

TT CHOCOLATES

Extra Light	<i>Extra Light Italics</i>
Regular	<i>Light Italics</i>
<b>Bold</b>	<i>Regular Italics</i>
<b>Extra Bold</b>	<b><i>Bold Italics</i></b>
	<b><i>Extra Bold Italics</i></b>

DESIGN ELEMENTS



# Copywriting + UX Strategy

I create clear, compelling copy across digital, print, and media channels tailored to your brand and audience. This includes:

- Website copy
- Press releases and media alerts
- Messaging guidelines and frameworks
- Emails and newsletters
- Social media posts and ad copy
- Integrated marketing materials

My goal is to craft consistent, persuasive messaging that supports your marketing strategy and drives engagement across all platforms.



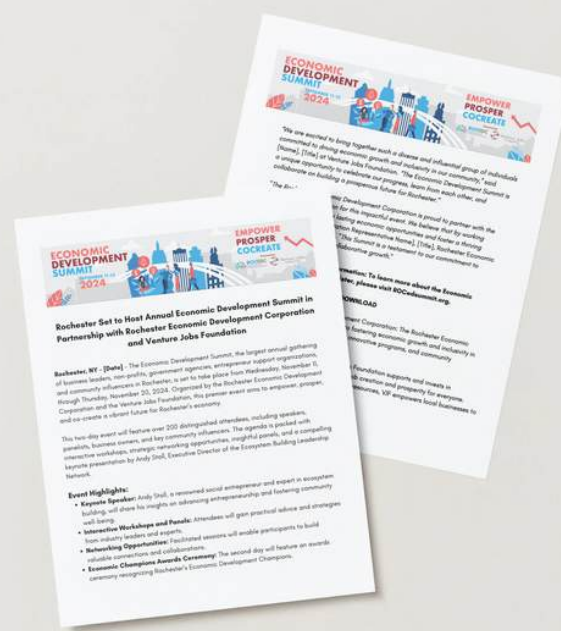
## Importance of Strong Copywriting

Strong copywriting clearly communicates your brand's message, capturing attention and persuading your audience to take action.



## Importance of Strong Copywriting

It builds trust and credibility, ensuring consistent tone and voice across all marketing channels for a cohesive brand experience.



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ABOUT ME

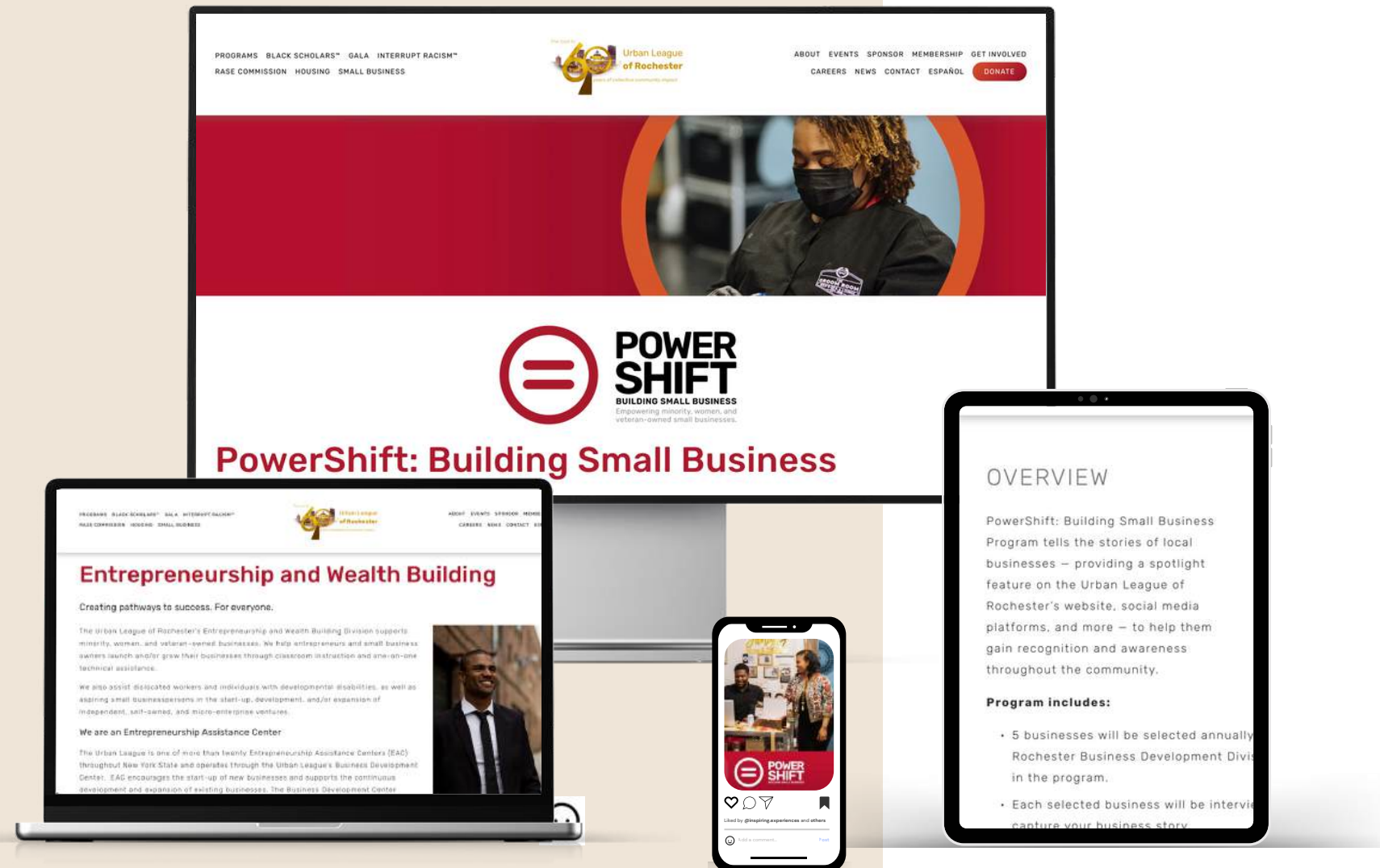
SERVICES

PORTFOLIO

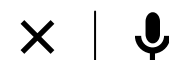
CONTACT

## URBAN LEAGUE WEBSITE + POWERSHIFT PROGRAM LAUNCH

- Redesigned website copy, layout, and structure for all 60 Urban League programs to improve clarity, usability, and engagement.
- Developed and named a new campaign and program, PowerShift, with the tagline “Build Small Business”, focused on supporting local businesses and entrepreneurs.
- Crafted compelling copy for the entire PowerShift program including website content, brochures, and social media posts.
- Led the content strategy and creative messaging to successfully launch the program and increase visibility among target audiences.



 urbanleagueroc.org/powershift





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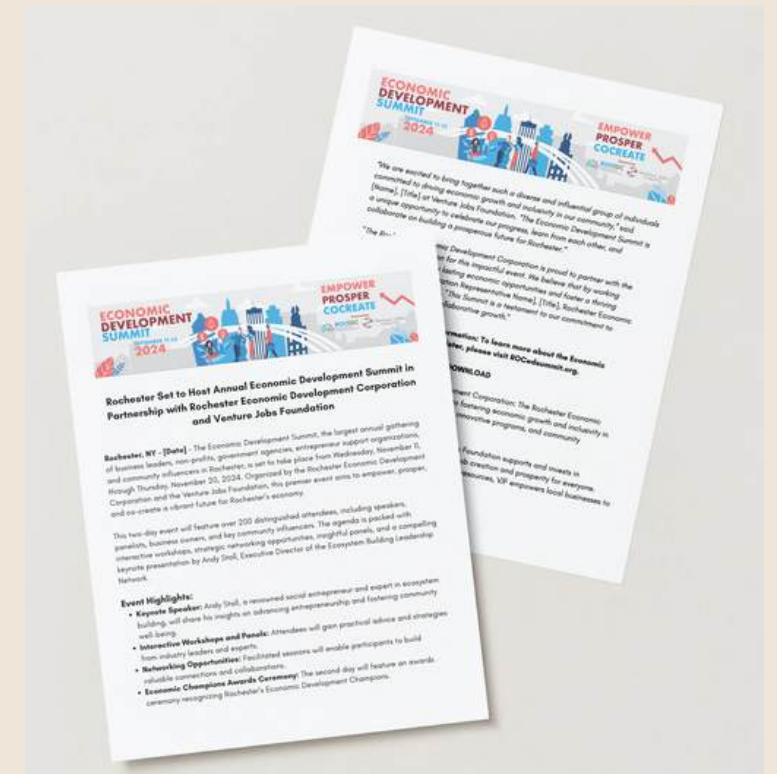
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## PRESS RELEASE & MEDIA OUTREACH: ECONOMIC DEVELOPMENT SUMMIT

- Crafted and distributed press releases for the annual Economic Development Summit, helping secure media coverage and increase event attendance.
- Developed clear, engaging messaging that highlighted keynote speakers, workshops, and community impact, positioning the summit as a key regional event.
- Coordinated with local media outlets to maximize visibility across print, digital, and broadcast platforms.
- Extensive experience writing press releases for dozens of events, initiatives, product launches, and organizational announcements, consistently delivering tailored messaging to reach diverse audiences effectively.





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## PRESS RELEASE & MEDIA PLACEMENTS

### CCSI 30th Anniversary Press Features

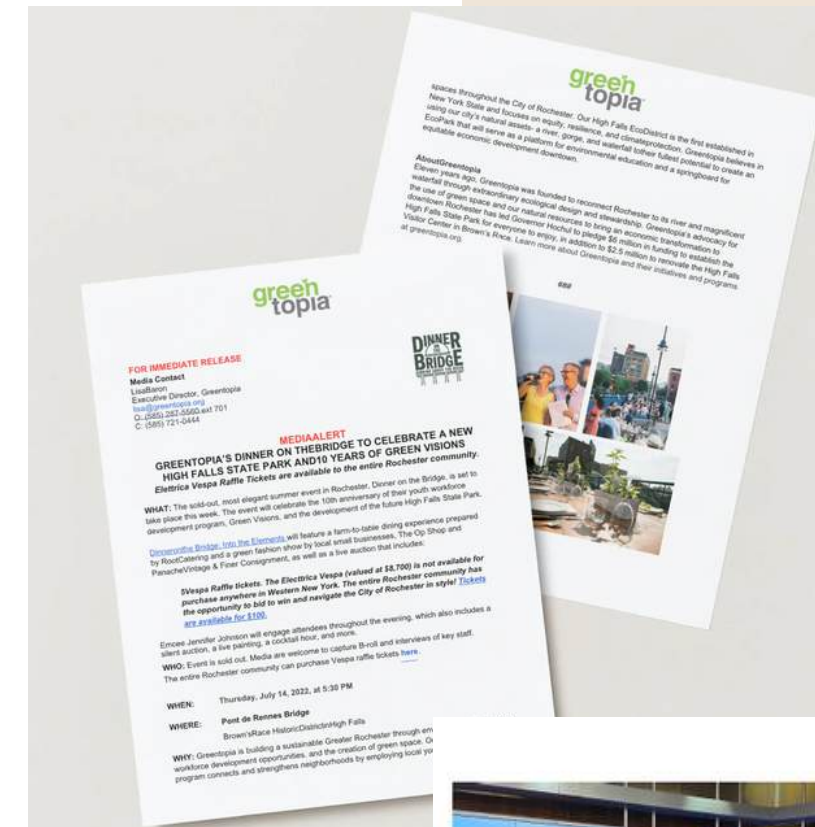
- [Democrat & Chronicle](#)
- [Rochester Business Journal](#)
- [WHEC](#)
- [13Wham](#)
- [WXXI](#)

### Inspiring Experiences LLC

- [Rochester entrepreneur uses storytelling tool to help combat those seasonal blues](#)
- [Inspire Arté Gallery spotlights Black creatives](#)
- [Urban League Spot](#)

### Compeer Press Features

- [Local mental health service aims to bring people together during distancing](#)
- [Compeer seeking virtual volunteers](#)
- [National Mentoring Month Interview](#)
- [13WHAM Good Day Rochester](#)



Local mental health service aims to bring people together during distancing



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## COPYWRITING PROJECTS

Impact Reports, Messaging Frameworks, Emails, Product Descriptions, Newsletters & More

- Developed clear, persuasive copy for impact reports that effectively communicate client achievements and outcomes to stakeholders.
- Created full-suite messaging frameworks that define brand voice, key messages, and audience-specific communication strategies to ensure consistency across channels.
- Wrote engaging emails and newsletters designed to nurture leads, boost engagement, and support marketing campaigns.
- Crafted detailed product descriptions that highlight features and benefits to drive conversions and enhance user experience.
- Managed projects end-to-end — from identifying client challenges to conceptualizing solutions and executing final copy — ensuring alignment with business goals and audience needs.





# More Copywriting Project Examples



## GENERATE ELECTRICITY FROM THE SUN

Did you know you may be able to generate some of your own electricity with rooftop solar? When you install solar panels on your roof, you are still connected to the electricity "grid." This allows you to draw energy from the grid when your solar panels are not producing electricity and receive credits from RG&E for electricity you produce that is not used in your home. Solar technology is improving rapidly and the cost of panels continues to go down.

**Find out more at the NYSERDA NY-SUN website.**

- Solar panels may "pay for themselves" with reduced electricity costs over several years. *\*The amount you save depends on the price of electricity.*
- State and federal tax credits cover a portion of the cost of installing solar.
- A solar installer can arrange for financing to reduce the upfront costs, so you can pay for the installation over time with the lower cost of electricity. NYSERDA incentives paid directly to contractor also reduce the upfront cost of installing solar panels.

**Find Out if Your House is Suitable for Rooftop Solar**

As solar panels need unobstructed access to the sun for several hours a day, not every building is suitable for rooftop solar.

- Rooftop solar offers you a way to harness the power of the sun through panels installed on the roof of your home, garage, or other buildings. As an added benefit, they protect your roof.
- Find out if your home is a good candidate through one of these websites:
  - [What's your Sun Number?](#)
  - [Project Sunroof](#)

**Get Quotes from Solar Installers**

- Be sure that your contractor is qualified and familiar with NY-SUN financial incentive programs.
- Contact a solar installer from [NYSERDA's list](#) and be sure to ask installers about tax credits and financing options.
- New York State incentives and [State and Federal tax credits](#) may reduce the amount you pay for a residential solar system.
- Financing options include loans, leases, and "power purchase agreements." Be sure to select the [financing option](#) that is right for your household.



Rochester  
MOVING FORWARD



#### For Immediate Release

##### Media Contact

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Women's Foundation of Genesee Valley  
(585) 242-0940  
[mmcdadeclay@womensfoundation.org](mailto:mmcdadeclay@womensfoundation.org)

#### MEDIA RELEASE

### THE WOMEN'S FOUNDATION OF GENESEE VALLEY ANNOUNCES CONTINUED SUPPORT FOR WOMEN AND GIRLS EMERGING FROM THE COVID-19 PANDEMIC

**Rochester, NY, November 18, 2021** — The Board of the Women's Foundation of Genesee Valley is proud to announce its 2021 grant awards, totaling \$100,000, in support of 11 different programs serving 1,400 women and girls across four counties in the greater Rochester region. The Women's Foundation grant awards serve a vital regional role in leveraging additional support for programs focused on serving women and girls. In 2021-2022, the awarded grant funds **will leverage 15 times more, an additional \$1.5 million**, for the selected programs, targeting resources to support women and girls.

*"The real power of the Women's Foundation is based in our community," said Ann McAllister, Board Chair of the Women's Foundation of Genesee Valley. "The impact and legacy of the pandemic continues to challenge thousands of women in our region. Faced with impossible choices, women have been forced to choose between working, and their children's safety and education. The Women's Foundation, and its supporters, will continue its support and advocacy for one of the most effective tools for reducing poverty; focusing on resources that give female heads of households' access to the training, education, and support needed to achieve economic independence."*

The industries hit hardest by the pandemic are populated by majority female workers. Industries such as healthcare, restaurants, and retail are not recovering as rapidly as hoped, in part due to the lagging recovery of childcare supports and resources following the closing of so many childcare centers during the pandemic. Women who left the workforce now need help with job training and placement and access to affordable childcare.

This year, 48% of the Women's Foundation grant awards are focused on employment training and job readiness support. Another 17% has been allocated to ensure high school students get to college, despite the hurdles the pandemic has posed. 15% has been directed to maintain



Dear [INSERT NAME],

*"I walked away from a salary job with great benefits, so I could be with my kids."* According to the Census Bureau, in the spring of 2020, nearly 3.5 million women with children lost their jobs, took a leave of absence, or left the workforce. In Monroe County, ¼ of childcare businesses, owned primarily by women, closed during the pandemic — forcing women to choose between their careers and affordable childcare.

Collectively, we've made great strides toward equality over the last century but the effects of the pandemic continue to hurt our progress. Women remain disproportionately affected and have yet to fully recover almost two years after the pandemic began.

Here, at the Women's Foundation of Genesee Valley, we work to **Power Her Forward**. We've made it our mission to promote economic self-sufficiency for women and girls through grant-making, education, and advocacy. We power women forward by supporting programs, initiatives, and organizations that support the futures of women in our community.

Because of community members like you, our Foundation can continue to support the Jennifer House and help women like Tamara, who beat the odds, is taking the lead on her own mental health and recovery, and is finding her strength after battling addiction, being incarcerated, and suffering from abuse while in prison. Your support funds College Bound programs and powers women, like Andrea, who never thought she would attend a 4-year college because of financial and knowledge barriers.

So many women and girls are currently struggling with depression and self-harm — even more so since the beginning of the pandemic — but through initiatives like the Villa of Hope's Work-Based Learning Program, women like Grace can start believing in their purpose and take on incredible opportunities like working with Cornell University on their Therapeutic Crisis Intervention training program. **Your generosity changes lives and creates economic self-sufficiency and stability in the lives of so many women enabling them to reach their full potential.**

**Did you know?** There are more than 10,000 families headed by single women living in poverty in the Finger Lakes region and 80% of all children living in poverty in Monroe County reside in single female-headed households. **Women and girls right here in the Finger Lakes Region need your support.** When you power her forward, you help lift families out of poverty.

We are intentionally investing in our community to support women and children hurt by the pandemic. Our 2021 grant awards will support 1,400 women and girls through 11 programs and initiatives in 2022 but we need your help to reach more women and continue powering them forward. Our philanthropy efforts are only possible because of you. You and your gift turn possibilities into realities.

With Gratitude,

  
Maranne McDade Clay, Executive Director

  
Ann McAllister, Board Chair

P.S. — Your tax-deductible gift can be made securely online at [womensfoundation.org/donate](https://womensfoundation.org/donate) or you can mail your contribution to 494 East Avenue, Rochester, NY 14607. Thank you for your support!



## YOU HAVE THE POWER TO POWER HER FORWARD.

To learn more about our Foundation or to see where your donor dollars are making an impact, visit [womensfoundation.org/fall2021powerherforward](https://womensfoundation.org/fall2021powerherforward).

 WOMEN'S FOUNDATION OF GENESEE VALLEY

Please use my gift to the Women's Foundation of Genesee Valley to power her forward. Your donation supports women and girls in our region forward and creates a stronger community for everyone.

☐ \$25 ☐ \$50 ☐ \$100 ☐ \$250 ☐ \$500 ☐ \$\_\_\_\_\_

To make your gift a recurring Power Her Forward donation, please select your option.  
☐ Give Monthly ☐ Give Annually

Name: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Email: \_\_\_\_\_  
Address: \_\_\_\_\_

\*Please send this form, along with your tax-deductible gift, to the Women's Foundation of Genesee Valley at 494 East Ave, Rochester, NY 14607.



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# More Copywriting Project Examples

Make a gift to  
**POWER HER FORWARD**  
today.



POWER *her* FORWARD

womensfoundation.org/fall2021powerherforward

Your donation  
**impacts over 1,200 teens**  
annually and helps  
**hundreds of girls**  
create their plan  
for applying to  
college.



POWER *her* FORWARD

womensfoundation.org/fall2021powerherforward

**ELECTRIC VEHICLES  
CAN HELP YOU SAVE MONEY!**

- Save money on fuel! These vehicles use electricity for all or part of their power.
- Lower maintenance costs! EVs have up to **35% lower operating costs.**
- A federal tax credit of up to **\$7,500** for many vehicles can reduce the up-front cost even more.



**WOMEN'S FOUNDATION  
OF GENESEE VALLEY**  
494 East Avenue  
Rochester, New York 14607

**YOU CAN POWER HER FORWARD. YOU CAN POWER  
HER FORWARD. YOU CAN POWER HER FORWARD.**

Non-Profit Org.  
US Postage  
PAID  
Rochester, NY  
Permit No. 762

Support  
the Women's  
Foundation of  
Genesee Valley.  
Give today.




POWER *her* FORWARD

womensfoundation.org/fall2021powerherforward

Women & children  
in the Rochester  
region are  
disproportionately  
affected by poverty.

More than **10,000**  
families headed by  
single women are  
living in poverty in the  
Finger Lakes region.



POWER *her* FORWARD

womensfoundation.org/fall2021powerherforward

**CONSIDER ROOFTOP SOLAR**

- Solar panels may "pay for themselves" with reduced electricity costs over several years.
- State and federal tax credits may cover a portion of the cost of installing solar.
- A solar installer can arrange for financing to reduce the upfront costs, so you can pay for the installation over time.

**OUR 2021 GRANT  
AWARDS WILL SUPPORT**

 **780**  
WOMEN

**620**  
GIRLS

POWER *her* FORWARD

**11** programs

an additional **600** girls  
will participate in the Foundation's  
Girls Initiative programming

Give today at: womensfoundation.org/fall2021powerherforward

 **Climate  
Solutions  
Accelerator**  
of the Genesee-Finger Lakes Region



Alexis Russell

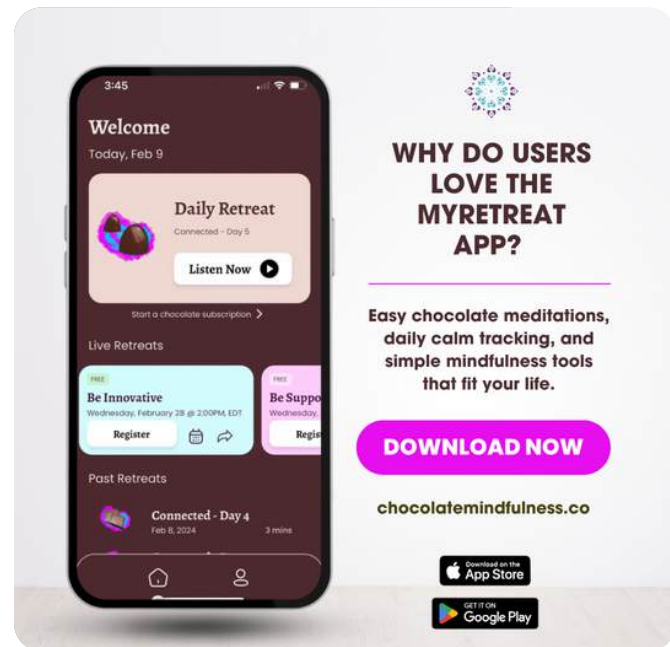
MARKETING STRATEGIST, WRITER + CREATIVE DIRECTOR

ABOUT ME

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# Social Media Design + Strategy

I develop tailored social media strategies that align with your brand voice and target audience. From content planning and creation—including user-generated content (UGC)—to scheduling and community management, I help amplify your presence, foster engagement, and grow your following across platforms. I also collaborate with brands to create authentic campaigns that resonate and build lasting connections.

## Highlights (90 Days)

- Total Reach & Following: **10.8K across platforms**
- Views + Impressions: **55K+ on Instagram** | **~12K on Substack**
- Engagement Rate (Follower-based): **Instagram 31.7%** | **Substack ~50% open rate**
- Community Engagement: **~1K Journal Club members, 79.7% participation**
- Newsletter Performance: **2.5K+ subscribers** | **45% open rate**

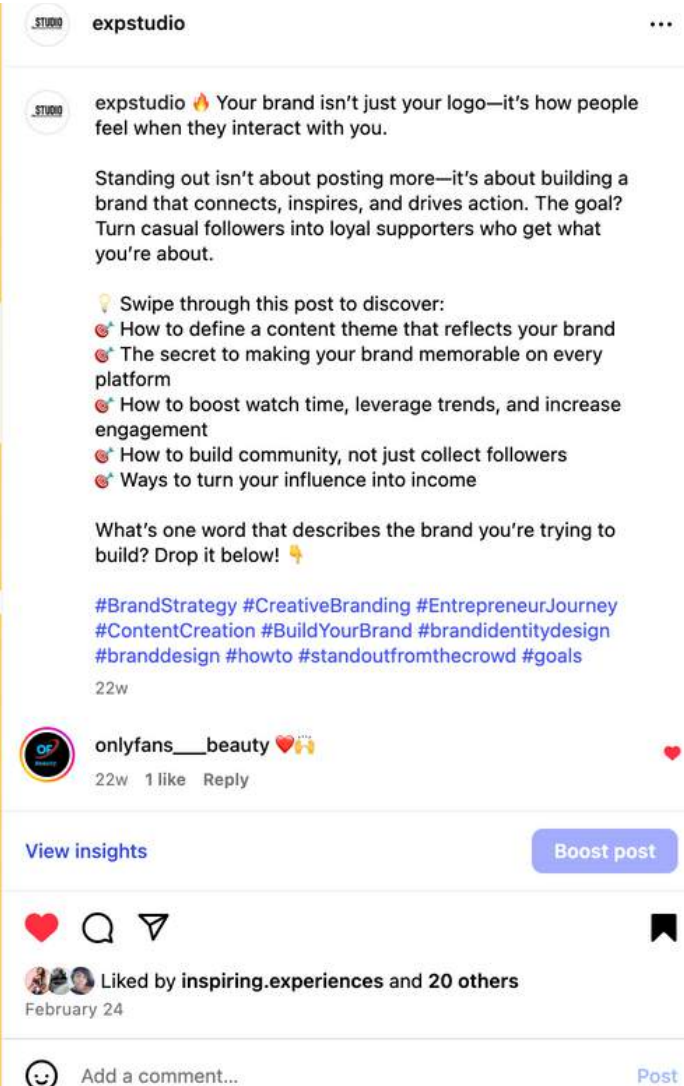


## Importance of Social Media Strategy

Social media builds authentic connections with your audience, amplifies brand awareness, and drives engagement that can lead to increased loyalty and conversions.





# More Project Examples





# More Project Examples




MYRetreat Inc.  
1,070 followers  
2w • 

Employees and teams across the country are discovering how mindful chocolate breaks can spark creativity, build resilience, and improve meeting engagement — transforming everyday work moments into powerful productivity boosters.

These intentional pauses not only recharge the mind but also unlock fresh ideas, help teams navigate pressure with calm, and foster more focused, meaningful collaboration.

What's one new mindful practice you'd like to introduce to your team? Share your thoughts below — let's inspire each other!

[#CaseStudy](#) [#Productivity](#) [#MindfulWork](#) [#EmployeeEngagement](#) [#WorkplaceWellness](#)






# 5 Workplace Wellness Mistakes & How Chocolate Mindfulness Turns Them Around



@chocolatemindfulness




chocolatemindfulness

chocolatemindfulness Swipe through the top 5 workplace wellness mistakes and see how chocolate mindfulness can turn things around. What's one thing you'd improve at your office?

[#WellnessTips](#) [#HRInsights](#) [#WorkplaceWellness](#) [#HRLife](#) [#MindfulnessAtWork](#) [#ChocolateMeditation](#) [#StressRelief](#)


1w



yelenacichocki Thank you for the reminder of the importance of the mindful practice - and when is with chocolate the better ❤️ I have to join you in one of them 🌟




1w Reply

Hide replies




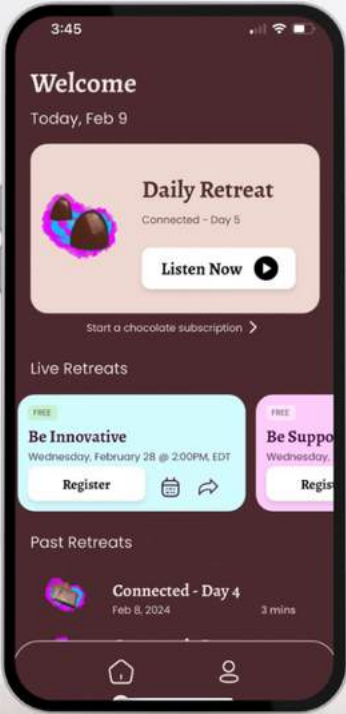
chocolatemindfulness @yelenacichocki Yes, please do join us. I promise you will love the Chocolate Mindfulness experience!

1w Reply



Liked by daviawilliamsstevenson and others  
July 18

 Add a comment... [Post](#)





## WHY DO USERS LOVE THE MYRETREAT APP?

Easy chocolate meditations, daily calm tracking, and simple mindfulness tools that fit your life.

[DOWNLOAD NOW](#)

chocolatemindfulness.co





Alexis Russell

MARKETING STRATEGIST, WRITER + CREATIVE DIRECTOR

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# More Project Examples



30 CCSI  
Rooted in Resilience  
Celebrating 30 Years of Innovation & Impact

**TUESDAY TALK: BUILDING RESILIENT COMMUNITIES**

**THANK YOU!**

**SCHOOL-BASED COMMUNITIES OF CARE:  
FROM PREVENTION TO RECOVERY**

 <b>Moderator</b> <b>Dr. Elizabeth Meeker</b> Senior Director, System & Practice Transformation CCSI	 <b>Dr. Elissa Brown</b> Director, BUCS Regional Network Binghamton University Community Schools College of Community & Public Affairs	 <b>Brandon Beachamp</b> Director, Mental Health Association - NYS School Mental Health Resource & Training Center
 <b>Qawan Bollar</b> Community School Site Coordinator, Enrico Fermi School #17 CCSI	 <b>Jenny Dombroske</b> Director of School Based Initiatives/ Promise Zone CCSI	 <b>Deb Salamone, MS Ed</b> Senior Consultant CCSI




30 CCSI  
Rooted in Resilience  
Celebrating 30 Years of Innovation & Impact

Tuesday Talk: Building Resilient Communities

**SCHOOL-BASED  
COMMUNITIES OF CARE**

Tuesday, August 23, 2022  
12 PM - 1:30 PM

Register at [ccsi.org/rootedinresilience](https://ccsi.org/rootedinresilience)

 <b>Moderator</b> <b>Dr. Elizabeth Meeker</b> Senior Director, System & Practice Transformation CCSI	 <b>Dr. Elissa Brown</b> Director, BUCS Regional Network Binghamton University Community Schools College of Community & Public Affairs	 <b>Brandon Beachamp</b> Director, Mental Health Association - NYS School Mental Health Resource & Training Center
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TUESDAY TALK: BUILDING RESILIENT COMMUNITIES

**SCHOOL-BASED  
COMMUNITIES OF CARE:  
FROM PREVENTION  
TO RECOVERY**

**REGISTER TODAY**

30 CCSI  
Rooted in Resilience  
Celebrating 30 Years of Innovation & Impact

**TUESDAY, AUGUST 23, 2022**  
**12 PM - 1:30 PM**

Join us today as we cover trauma-responsive, equity-focused strategies that foster school-based communities of care.

 [ccsi.org/rootedinresilience](https://ccsi.org/rootedinresilience)



# More Project Examples

THE 7-DAY SELF-WORTH RESET METHOD™

A SELF-WORTH + CONFIDENCE JOURNALING SERIES

Reflecting on Growth & Moving Ahead

Cognitive Restructuring Activity

Know Your Self-Worth & Build Your Confidence

Now Available

Includes access to:

- ~30 Self-Study Confidence + Self-Worth Course Videos
- 3-Week Downloadable Confidence Journal
- 7 Mindful Living "Mini-Tips" Tip Sheets
- Now Confidence + Self-Worth Storycards™
- Access to a personal confidence Journal Party
- Access to private community & support network
- and so much more!

Emell Today!

Silence Your Inner Critic: Transform Negative Self-Talk into Unshakable Confidence

Includes:

- 1. Affirmative Self-Talk: Transform negative thoughts into positive affirmations.
- 2. Visualization: Visualize your success and the positive outcomes of your actions.
- 3. Mindfulness: Practice mindfulness to stay present and focused on your goals.
- 4. Gratitude: Practice gratitude to appreciate the good in your life.
- 5. Self-Compassion: Practice self-compassion to be kind to yourself and your journey.

Download today!

\$97 \$397

TRANSFORM LIMITING BELIEFS IN JUST ONE WEEK!

JOURNALCOURSES.COM

A Morning ROUTINE

for the Non-Morning Person

community.mindfuljournal.club

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GET FUNDING TO BOOST YOUR SMALL BUSINESS

5 WAYS A SMALL BUSINESS LOAN CAN HELP YOU GROW!

Venture Jobs FOUNDATION

into the Elements

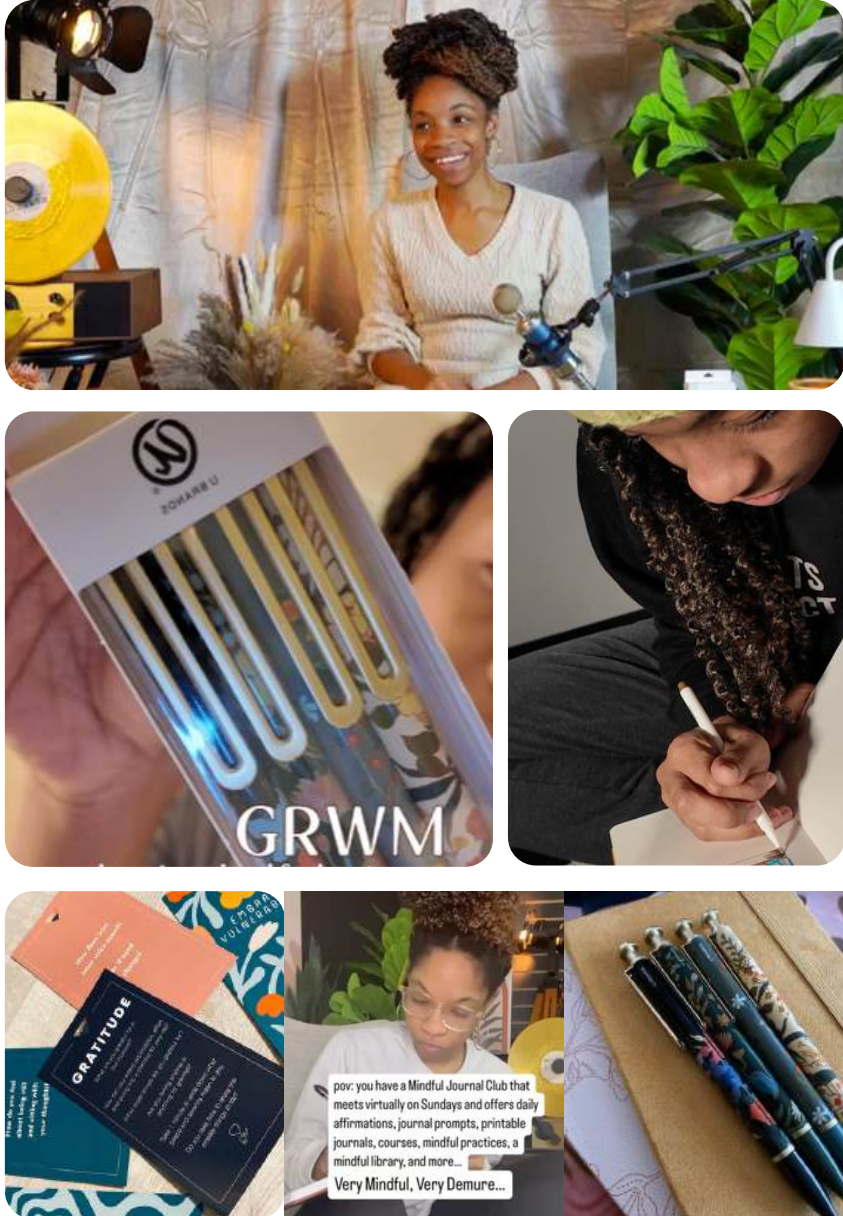
Celebrating 10 Years of Green Visions

THURSDAY, JULY 14TH AT 5:30 PM

Early bird tickets are now on sale.

DINNER IN THE BRIDGE

green topia







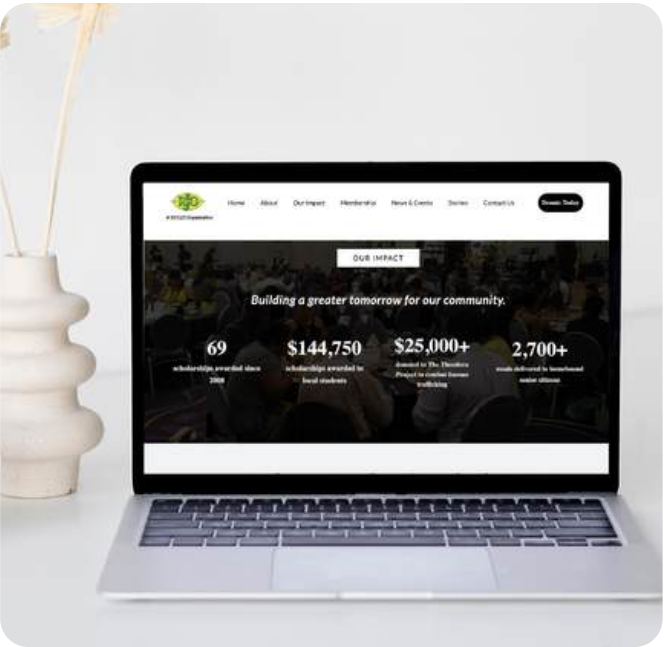
Importance of Web Design + Development

Effective web design and development create a seamless, user-friendly experience that keeps visitors engaged and encourages conversions.



Importance of Web Design + Development

A well-designed website enhances brand credibility, improves SEO performance, and serves as a central hub for all digital marketing efforts.



Web Design + Development

I design and build responsive, user-friendly websites that reflect your brand’s personality and meet your business goals.

From layout and navigation to SEO optimization and performance, I create digital spaces that engage visitors and provide a smooth, accessible experience across all devices.

# Alexis Russell

MARKETING STRATEGIST, WRITER + CREATIVE DIRECTOR

ABOUT ME

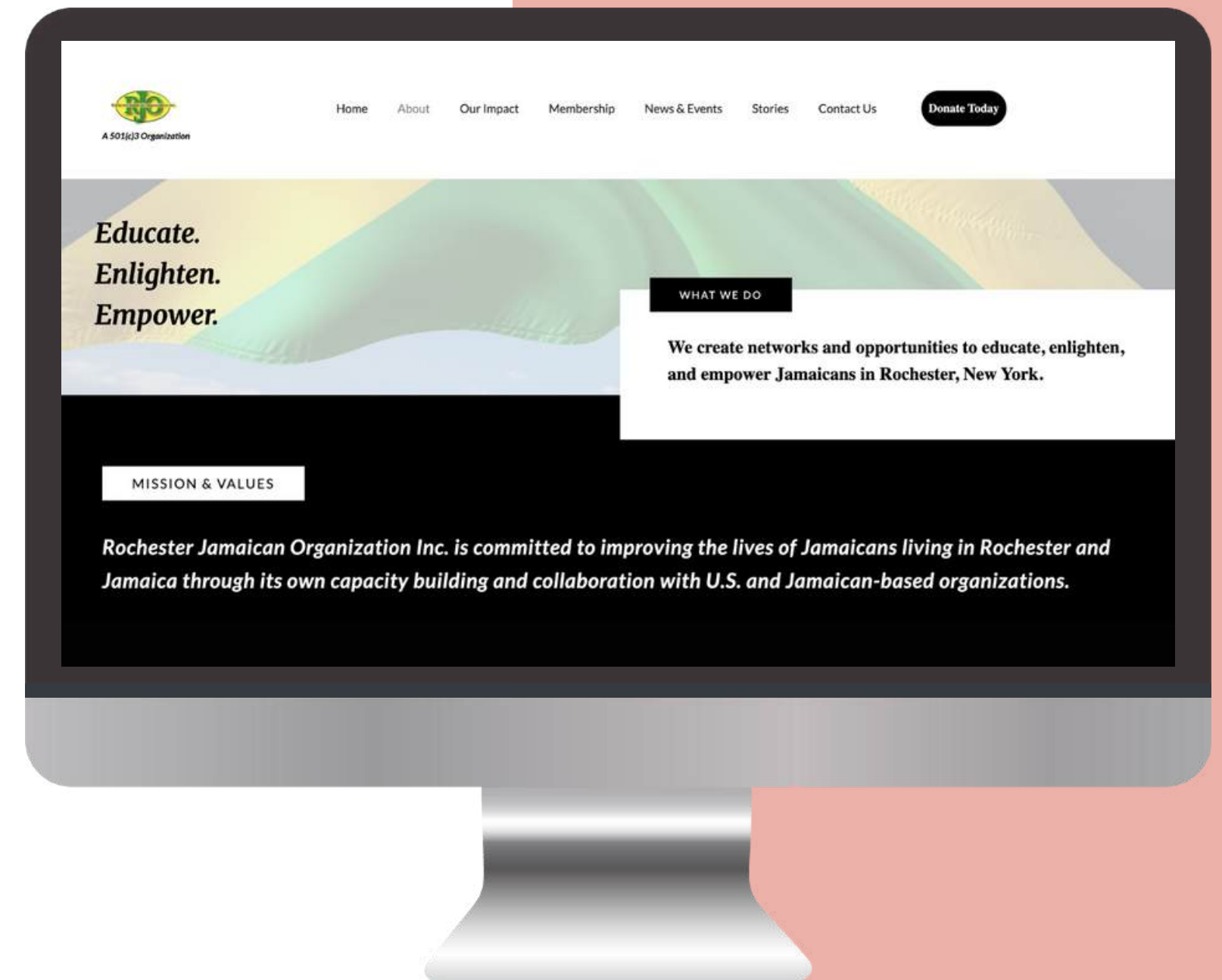
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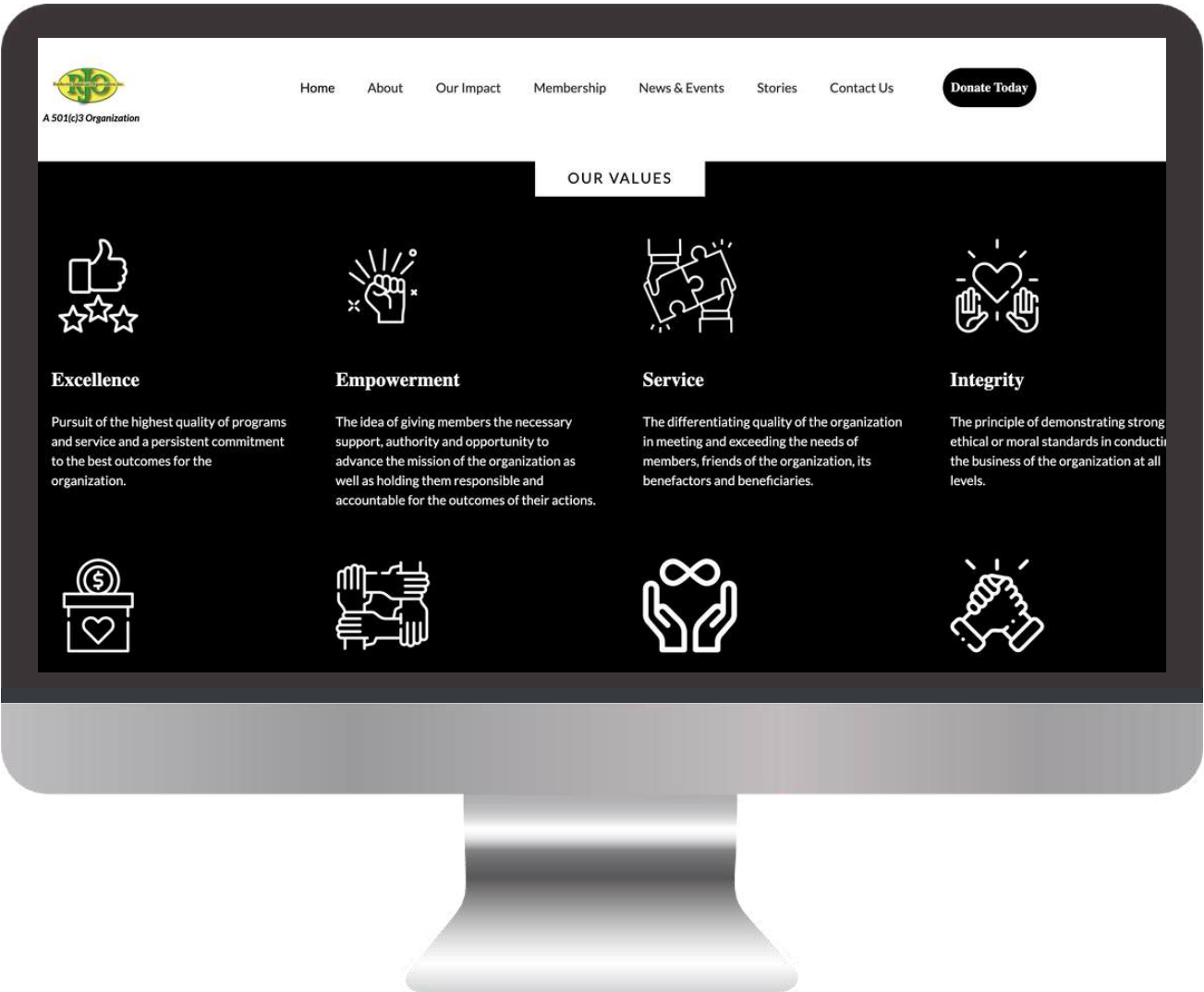
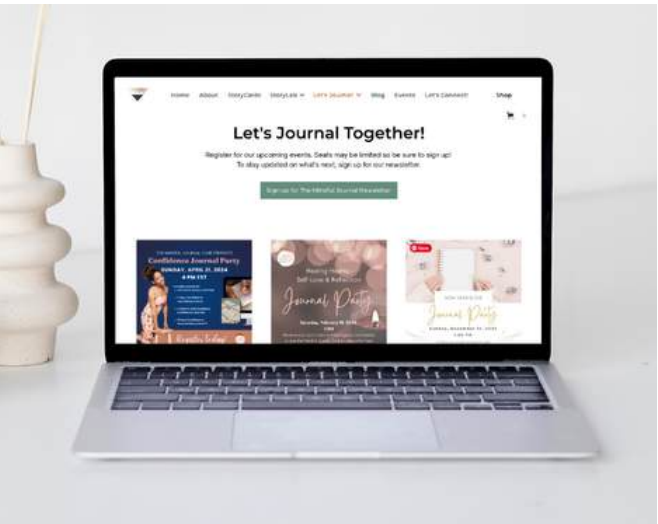
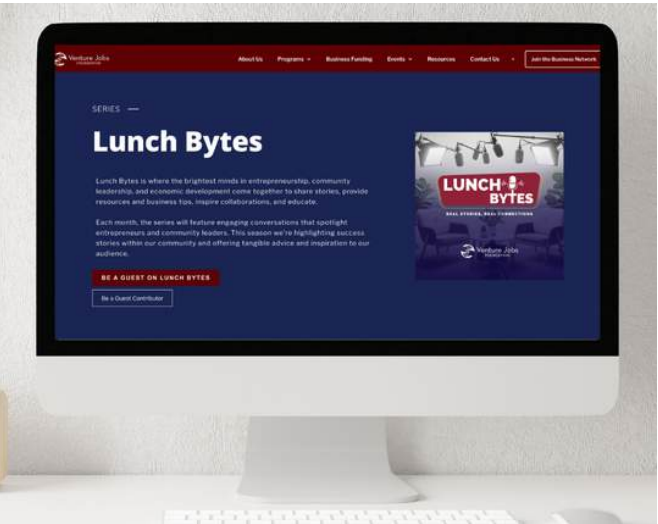
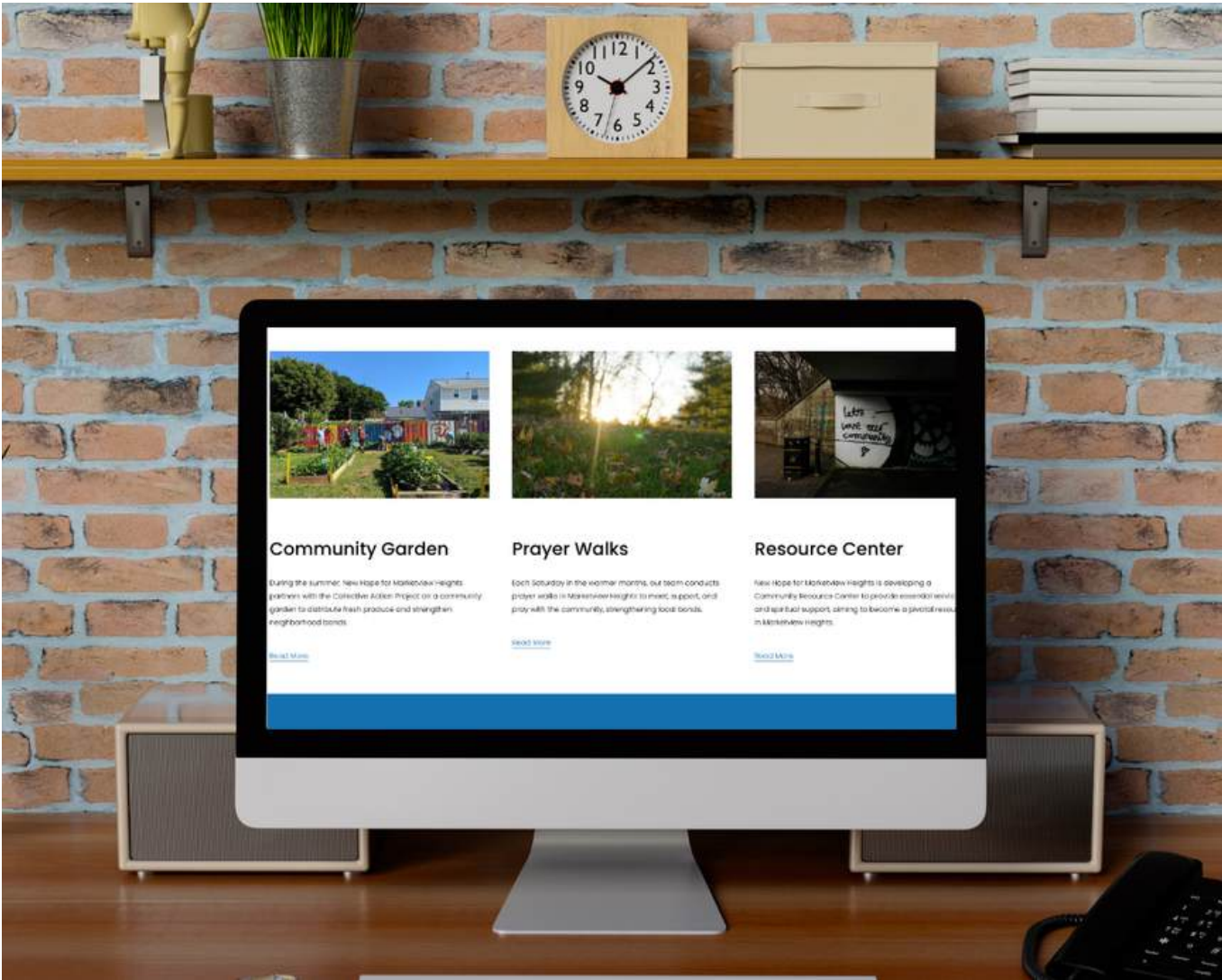
## ROCHESTER JAMAICAN ORGANIZATION — FULL WEBSITE REDESIGN + STORYTELLING INTEGRATION

- Completely transformed an outdated website into a modern, user-friendly platform with a focus on accessibility.
- Redesigned site structure and navigation to improve usability and engagement across all devices.
- Conducted in-depth interviews to capture authentic stories and pull quotes that amplified the organization's brand and mission.
- Integrated storytelling elements throughout the site to create a compelling narrative that connects visitors emotionally with the organization's work.





# More Project Examples



**Alexis Russell**

MARKETING STRATEGIST, WRITER + CREATIVE DIRECTOR

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# More of My Experience

*Please view more of my services and experience below.*

- Develop comprehensive marketing strategies and multi-channel marketing campaigns with SEO best practices that align business objectives with target audiences to maximize brand awareness, lead generation, and growth opportunities — integrating digital, social, email, and event marketing for cohesive impact.
- Provide consulting and execution support for content strategy, including audits to assess current content effectiveness and recommendations to optimize messaging and engagement.
- Conceptualize and develop events (***galas, community events, brand activations***) + programs from ideation through launch and ongoing management, ensuring alignment with organizational mission and audience needs.



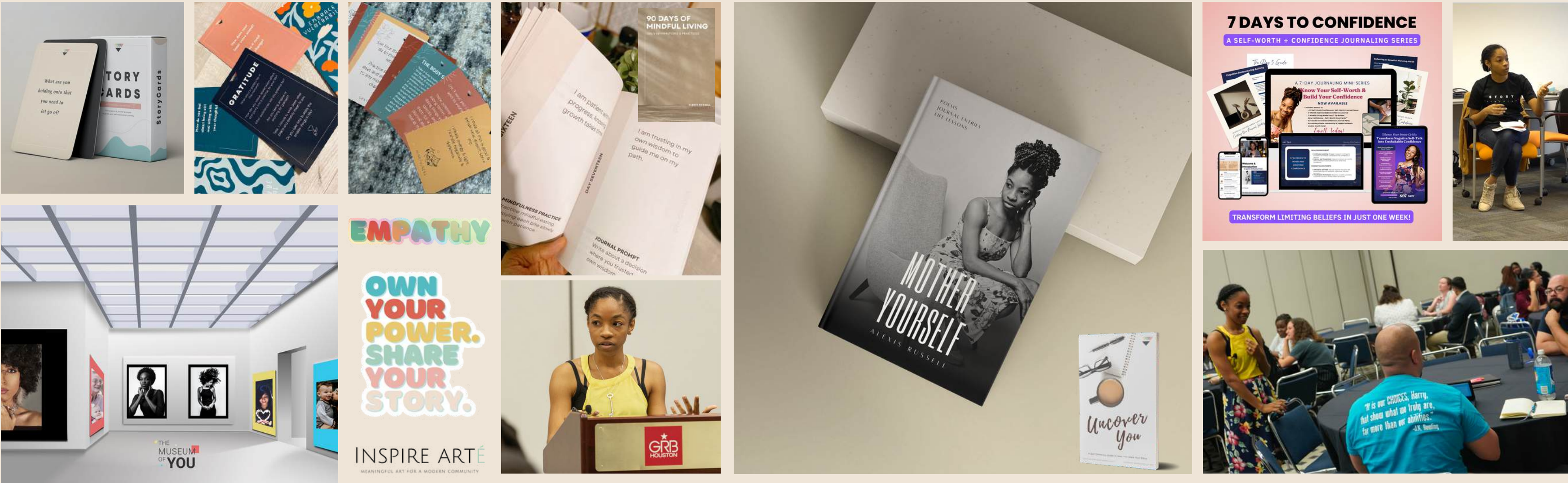
MAKING STRIDES AGAINST  
BREAST CANCER WALK



GREENTOPIA ANNUAL DINNER ON  
THE BRIDGE EVENT



# A Few Personal Projects!



**Alexis Russell**

MARKETING STRATEGIST, WRITER + CREATIVE DIRECTOR

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**Let's brainstorm some ideas  
and work together to make  
them a reality!**

LET'S CHAT



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inspiringexp.com/portfolio

