

ALYSSA POWELL

WWW.ALYSSA-POWELL.COM · POWELL.ALYSSA@GMAIL.COM · (917) 940-0320 · LA BASED

Experienced in leading multi-million-dollar accounts, client management (brand partner), managing international teams, and navigating high-profile client and celebrity relationships. Proven track record delivering impactful brand campaigns, global events, media buys, and high-end creative content.

WORK EXPERIENCE

FREELANCE · SR INTEGRATED PRODUCER & CLIENT RELATIONS · 2020 - 2025 · NYC & LA

- **RALPH LAUREN** - Over a year, I established creative workflows for global social and email initiatives across five brands, streamlining processes and enhancing output efficiency.
- **BEAUTY COUNTER** - Improved video production processes, accelerating approvals and reducing delivery times during high-demand seasons.
- **NIKE** - Managed internal & client for a 4-day editorial photo/video shoot with 30 models and 4 locations. Exports included web, social and a media buy.
- **SUNSET STUDIOS** - Creative Director for marketing and branding deliverables for premier Hollywood studios. Deliverables included branding, renderings and websites.
- **STEVE AOKI X ASICS - UNITED ENTERTAINMENT GROUP** - Produced the #IMoveMe campaign featuring Steve Aoki, delivering video content, micro sites, and social influential.
- **SHECK WES X FOOTACTION - PRAYTELL AGENCY** - Produced the launch the "No One Way" campaign. Deliverables included: in-store event executions, photo shoots, media plan, talent contracts and Spotify playlist partnerships.
- **CANNDESCENT CANNABIS** - Integrated company operations into Asana, unifying product, marketing, and sales teams for seamless product launches.

SPILLT AGENCY · BUSINESS DEVELOPMENT · 2024 - 2025 · LA

- **GROWTH STRATEGY** - Identified business opportunities and spearheaded all development initiatives, resulting in a consistent pipeline of 1-2 new client proposals weekly.
- **MARKETING LEADERSHIP** - Using social, email marketing and attending events, my initiatives resulted in a significant boost in client engagement and inquiries and web traffic.

MEDIA MONKS · SENIOR INTEGRATED PRODUCER · 2021 - 2023 · LA

- **GLOBAL CREATIVE PRODUCTION AND CLIENT MANAGEMENT** - Produced an array of entertainment campaigns from interactive web, print, immersive web, video, illustration, VR, Roblox, animation and experiential within all departments across Media Monks globally.
- **PITCH PRODUCER** - Produced and pitched 360 activations for the company.
- **EXCITING PROJECTS** - Launching Arcadia at Adweek for Snap, produced Nike's Global Innovation Team to launch their first Roblox game and winning an AWWard with Coach.

CONDÉ NAST · SENIOR PROJECT MANAGER · FASHION, BEAUTY & AUTO · 2016 - 2019 · NYC

- **CAMPAIGN MANAGEMENT & CLIENT RELATIONS** - Lead \$1-3MM campaigns managing all internal and external teams and also maintained all client communication. Deliverables included celebrity influencers, video production, photo shoots, social campaigns and media buys across the Condé Nast website and social accounts.
- **PITCH PRODUCER** - Produced budgets for all creative deliverables and media buys.
- **EXCITING PROJECTS** - Custom issue of Vogue magazine with Victoria Beckham, launched the Range Rover Velar with all custom video content on AD, WIRED, Vogue and Arch Digest.

NBA · CREATIVE ACCOUNT MANAGER · EVENTS & MARKETING · 2013 - 2016 · NYC

GLU AGENCY · CREATIVE PRODUCER · BRANDED EXPERIENCES · 2011 - 2013 · NYC

EDUCATION

SAN DIEGO STATE UNIVERSITY · BFA Graphic Design · Graduated 2010

AI CERTIFICATES (IN PROGRESS) · UCLA AI Marketing (2025) & Curious Refuge AI Content Creation (2025)

CLIENTS



RALPH
LAUREN



good
brands.



asics

praytell

united
entertainment
group

Sunset
Studios

BEAUTYCOUNTER

Paramount+ Comcast

HBO

NETFLIX



CHANCE
THE RAPPER

ADWEEK

COACH



Google

Disney

VOGUE

TARGET

RANGE
ROVER

Reebok

GIORGIO ARMANI
beauty

J BRAND

VICTORIA BECKHAM

