



ALEXIA WINFIELD

Strategic communicator and creative leader with expertise in **corporate communications, content strategy, event production** and **brand storytelling**. Proven track record in engaging audiences, enhancing executive visibility and delivering high-impact internal and external communications. Passionate about **culture, innovation** and **design thinking** to drive engagement and business success.

[LexTC.Com](https://www.lextc.com) | Located in Florida | Contact me at Hi@LexTC.com

JP MORGAN CHASE (SINCE 2010)

Vice President, Communications | Orlando, FL | Jan 2023 – Jan 2026

- **Produced and led an annual multi-day leadership conference** for 250 Managing Directors, staying within a **\$1M budget** and consistently receiving high satisfaction ratings.
- **Spearheaded quarterly town halls** for 20,000+ team members, increasing satisfaction scores from **80% to 99%** and achieving record-breaking feedback participation.
- Developed and pitched **creative event themes, content strategies** and **visual branding** to strengthen engagement and brand consistency.
- **Partnered with internal and external stakeholders** to execute high-profile communication strategies.
- **Leveraged data insights** to refine messaging, align priorities and enhance the effectiveness of communications.
- Serve as a **speaker and mentor** for new talent, sharing expertise on corporate communications and career growth.

SKILLS

Strategic Communications
Crafting compelling narratives for internal and external audiences

Leadership Engagement
Managing messaging, events, and visibility for senior leaders

Event Production
End-to-end execution of corporate events, leadership summits, and brand activations

Brand Storytelling & Content Creation
Editorial, social media, and multimedia storytelling

Culture & Engagement
Employee communications, change management, and thought leadership

Project & Stakeholder Management
Cross-functional collaboration with internal and external partners

THE COLUMBUS BOOK PROJECT

Founder and Creative Director | Columbus, OH | Jan 2016 – Present

- **Published two industry-recognized coffee table books** showcasing leading companies, brands and artists.
- **Sold over 5,000 copies across 20 states**, resulting in sold-out inventory at launch party and to ongoing demand.
- **Led a diverse team of 20 creatives**, including photographers, editors, designers and writers.
- **Directed 40+ photoshoots** at unique venues (e.g., private jet hangar), managing all production elements.
- **Raised **\$13,000 on Kickstarter** and secured additional funding through investors and sponsors.
- Earned media features on **Good Day Columbus, WOSU-TV** and other outlets.
- Hosted a **350-person launch event** at the Columbus Museum of Art, featuring immersive brand experiences.

HUMANS OF COLUMBUS

Founder and Creative Director | Columbus, OH | Jan 2018 – Mar 2020

- **Produced six sold-out, experiential dining events**, blending storytelling, networking and brand engagement.
- **Curated an exclusive community for tastemakers**, influencers and industry leaders, providing a one-of-a-kind space to unwind and connect in a safe and inspiring environment.
- Secured venues and **designed immersive experiences**, including custom-built dining tables and interactive elements.
- **Curated client events** for a beauty brand, real estate firm and medical group.
- Led a media team responsible for **photography, videography, content strategy** and **social media execution**.

EDUCATION

Florida A&M University, Tallahassee, Florida
Bachelor of Arts in Business Administration
Graduation year: 2009 GPA: 3.8



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[@lextheconnect](https://www.instagram.com/lextheconnect)

[@thecolumbusbookproject](https://www.instagram.com/thecolumbusbookproject)

[@Humans.of.Columbus](https://www.instagram.com/Humans.of.Columbus)