MALEK ASFEER

13x Clio Award Winner (incl. Grand Clio) • Featured in National Geographic The New York Times, Washington Post, Forbes, VICE & CNN
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Revenue-driven Creative Leader and systems builder with 15+ years of experience accelerating commercial growth in **consumer, wellness, and health-tech** through bold, **customer-led storytelling.** A true player-coach who operates as a revenue owner first and marketer second, turning customer insight into creative that performs across paid social, email, and digital. Has led creative and production teams of **12 to 45 people**, and directed award-winning work across paid digital, OOH, retail, and live events, while still picking up the camera, the pen, or the design file when the work calls for it.

Core Capabilities: Creative strategy and briefing • Paid social and performance creative • Creator & UGC programs • Regulated category marketing (CBD, clinical science) • AI creative production • Agency management • Directing, editing, copy, photography

PROFESSIONAL EXPERIENCE

Interim VP, Creative & Marketing | Igniton (Denver, CO) 2025 – Present

- Lead regional full-funnel marketing and editorial strategy for a science-backed wellness brand, directing brand positioning and content voice to drive acquisition and customer retention.
- Built the operational systems, creator/UGC programs, and workflows which allowed a lean team to execute at scale, directly contributing to **+326%in order fulfillments** and **+29% in customer retention YoY.**
- Deployed a reusable internal AI framework (Claude, ChatGPT, Midjourney, Higgsfield, Firefly) that accelerated content output while protecting brand integrity.

Head of Creative & Communications | AJNA BioSciences (Denver, CO) 2021 – 2026

- Built and led a high-performing growth marketing function, collaborating tightly with go-to-market leadership to establish a distinct brand identity and accelerate pipeline generation.
- Operated as a hands-on executor and strategic leader, translating complex, clinically grounded science into clear, credible and commercially viable multi-format campaigns.
- Developed investor presentations that mapped the founders journey to core value proposition, playing a critical role in **securing $30M in growth funding**.
- Led retail investor campaigns that **raised $3.1M+ across WeFunder and StartEngine at under 1% marketing spend.**

Senior Producer | Oswego Creative (Denver, CO) 2022 – 2024

- Led strategy and execution of 50+ national marketing campaigns from concept through publication, aligning top-of-funnel brand awareness with down-funnel customer engagement metrics.
- Scaled regional production models and built operational workflows that **cut production costs by 15%**.
- Co-produced the **IBEW annual conference in Washington, DC (2024)**, a national event with **President Biden** attending as a guest.

Senior Producer | Charlotte's Web (Denver, CO) 2015 – 2022

- Pioneered a deeply-customer led marketing model by capturing community stories across the country into award-winning films that shifted a stigmatized category into a mainstream market.
- Owned strategic growth initiatives, designing narrative campaigns that unlocked new acquisition channels, retained core segments and scaled revenue from startup to household name.

- Headed end-to-end video production and directed/shot award-winning campaigns, including **"Trust the Earth" (Grand Clio, 2020)** and **"Seed to Shelf" (Gold and Silver Clio, 2021)**
- Managed **multi-million-dollar marketing budget** with resource efficiency to maximize ROI.
- Directed and shot **“Trust the Earth” (Grand Clio, 2020)**, which generated **750M+ earned media impressions**, lifted **aided and unaided awareness by 30%**, and made Charlotte’s Web **#1 in brand awareness in the category.**
- Co-led the cross-functional corporate strategy to secure B Corp certification, embedding sustainable, ethical agricultural commitments into the core market positioning.
- Produced narrative and educational content from the ground up, achieving **20M+ YouTube views** within a single year across digital, retail and experiential channels.
- Served as the strategic voice behind the founder and CEO’s public communications by: ghostwriting investor updates, video scripts, and thought-leadership content to build market trust during the company’s rise to becoming a public brand.

Creative Director | Realm of Caring (Colorado Springs, CO) 2015 – 2022

- Built national communication and storytelling strategy focused on real human outcomes to advance patient-access advocacy.
- Led high-impact media partnerships supporting **legal advocacy across 22 states**, directly leading a fundraising campaign that **secured $1M+** for a landmark clinical research partnership with **Johns Hopkins University**.

AWARDS & RECOGNITION

- **13x Clio Award Winner**, including a **Grand Clio (2020)** — Charlotte’s Web “Trust the Earth” campaign (Director / Photographer).
- **Farmers Films:** *"God's Plant"* (Award Winner, Venice Shorts; Official Selection at Mountainfilm/Telluride, Oxford, Malibu, Kansas City FilmFest International, Maryland), *"Our Place on Earth"* (Award Winner, Venice Shorts; Official Selection at Malibu, OSIFF, Oregon Documentary), and *"Growing to Heal"* (Official Selection at Kansas City FilmFest International, Colorado Short Circuit).
- **Adweek** — Best Cannabis Marketing Campaign (2019).

EDUCATION

The Art Institute of Colorado
Digital Filmmaking & Video Production (2013–2015)

University of Arkansas at Little Rock
Fine Art (2011–2013)