

Alexis DeLaRosa

CREATIVE PRODUCER | VIDEO PRODUCTION & GRAPHIC DESIGN

Creative Producer and Graphic Designer with 15+ years developing brand content, video production and marketing design for Madison Avenue ad agencies, corporate marketing departments and arts organizations, designing in both the still and moving form on varied print and digital platforms, creating materials that fit the marketing goals and budgets of a diverse clientele.

CONTACT

+1 917 612 8742
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EDUCATION

BACHELOR OF ARTS
Wesleyan University

TECHNICAL SKILLS

Final Cut ProX
Adobe Premiere
Adobe After Effects
Adobe InDesign
Adobe Photoshop
Adobe Illustrator
Canva
Davinci Resolve

TECHNIQUES

Composition
Video Editing
Video Color Correction
Layout Design
Filmmaking
Logo Design
Photo Retouching
Print Design
Sound Editing
Sound Design

WORK EXPERIENCE

CREATIVE PRODUCER | DMF LIGHTING

Los Angeles | 2016 - Present

- Write, Direct, Photograph, Edit and Produce all assets of each video including music, motion graphics and live action performance
- Lead teams through all phases from pre- through post production
- Create videos for varied uses such as social media, trade shows, general promotion, product launches, instruction and brand awareness

FREELANCE GRAPHIC DESIGNER

New York | Los Angeles | 2005 - Present

- Conceptualize and design 100s of projects for ad firms, corporations and small businesses
- Produce print and digital assets for business pitches, presentations and events
- Communicate directly with vendors to secure final deliverables
- Ad firms include: Grey, Young & Rubicam, Ogilvy & Wunderman
- Clients include: Estee Lauder, Coke, Roche Pharma, Theatre of NOTE

LEAD GRAPHIC DESIGNER | ZAGAT | GOOGLE

New York | Los Angeles | 2006 - 2013

- Designed custom promotional materials for specific clients, special events and survey campaigns
- Assets include restaurant guides, ads, posters and mailers
- Events include film releases, sporting events and product releases
- Created materials to pitch Zagat products to prospective clients

ADDITIONAL EXPERIENCE

- Production Designer
- Photo Retoucher
- Copywriter

INTERESTS

- Filmmaker
- Screenwriter
- Playwright
- Actor (IMDB me)