

Award-winning marketing executive with a proven track record of creating innovative strategies that drive results and elevate brands. With experience across industries like consumer goods, education, healthcare, and technology, I bring a versatile, cross-sector perspective to every challenge. As a collaborative leader, I excel at mentoring high-performing teams, fostering creativity, and turning vision into impactful, results-driven campaigns that resonate and engage.

Professional Experience:

Creative Director / Digital Content Strategist

2018 – Present

Offer freelance creative strategy and communications services to a wide range of clients spanning from New York to Maine. *Clients:* All Hands & Hearts Disaster Response (MA), Chelsea Groton Bank (CT), ConnectiCare Healthcare (CT), Clynk Recycling (ME), Equity National Title (RI), Inspiritus Non-Profit (GA), Johnson & Johnson (NJ), Rhode Island Housing (RI). Services include: Branding, digital content creation, lead generation, event planning, fundraising, program development, public relations, and SEO.

**Grew student checking accounts at Chelsea Groton Bank by 30% through digital marketing campaign*

Lumentus Digital NY: Creative Director / Consultant

2011 – 2018

Provided marketing and public relations consulting for this full-service digital communications agency based in New York City. Key clients included FMC Technologies, Leviton Manufacturing, Metropolitan Life Insurance, and Premier Research.

**Won Lantern Award Design Excellence: branding identity guidelines: FMC Technologies*

Burson-Marsteller NY: Associate CD to Creative Director

2005 – 2011

Led advertising and crisis response initiatives for clients including Bureau of Engraving and Printing, Clear20 Water Filtration Systems, George Foreman Grill, Leviton Manufacturing, Phoenix Wealth Management, and US Trust. Directed design strategy, led new business presentations, client relationships, social media initiatives, and managed four creative teams.

**Won Iron Sabre Award for New Product Development: Launching Crisis Resource Website*

BBDO Healthcare: Art Director to Associate Creative Director

2001 – 2005

Oversaw the design of print, television, web, and collateral materials for BBDO's healthcare division. Clients included Alcon Laboratories, Opti-Free Express, Patanol Eye Drops, Pfizer, and Sonic Innovations.

Skills

Design: Adobe Creative Suite, corporate identity, graphic design, mobile design

Advertising: Branding, marketing, strategy development, sales

Digital: UX/UI utilities, video production, digital marketing, SEO, website dev and design

Fundraising: Annual fund campaigns, management of donor database platforms

Project Management: Budgeting, scheduling, logistics

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