

Derrick Alexander

Senior Graphic Designer and Marketing Professional

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Summary:

Senior graphic designer and marketing professional with over 16 years of experience in graphic design, communications, and marketing. A proven ability to lead cross-functional teams and execute integrated marketing strategies across print, digital, video, and web.

Education:

2016 - 2018 – Master's of Arts in Digital Media – Sam Houston State University (SHSU)

2004 - 2007 – Bachelor of Fine Arts in Graphic Design and Advertising – SHSU

2000 - 2002 – Associate of Arts – Lone Star College

Skills:

Graphic Design, Branding Management, Rebrand Experience, Cross-functional Collaboration, Project Management, Visual Storytelling, Video Production, Video Editing, Social Media Management, Social Media Design, Motion Graphics, Website Design, Website Management, Print Production, Prepress, Environmental Design, Adobe Creative Suite, Figma

Work History:

Freelance Consultant for Marketing, Graphic Design, and Web

AlexanderGraphix – Austin, TX – 01/2015 - Present

- Clients and projects range from medical practice website redesign, tech company website redesign with social media integration, tech B2B promotional marketing materials, construction company website, dental practice marketing, small business social media strategy, and higher education consultant event and marketing
- Create, ideate, and manage marketing materials, digital assets, website content, and social media strategy
- Work with clients to develop and create brand systems along with marketing strategy for to improve sales and marketing
- Provide social media guidance to clients for marketing and audience engagement improvement

Senior Director of Creative and Digital Communications

The Texas State University System – Austin, TX – 01/2018 - 07/2025

- Designed and managed deliverables ranging from digital ads, brochures, presentations, social media content, and website content
- Created digital assets for website, social media, email, and mobile applications
- Created presentations utilizing infographics and data visualizations
- Produced video, photographic, and multimedia content from start to finish
- Worked with team to lead a re-branding of the systems existing brand and logos
- Managed creative products produced, reviewing to ensure quality and accuracy
- Managed production schedules for creative department and teams
- Provided mentorship to junior creative staff fostering an environment of learning and developing through critiques utilizing constructive feedback
- Managed positive and productive relationships with vendors

Assistant Director of University Marketing

Sam Houston State University – Huntsville, TX – 02/2016 - 01/2018

- Managed university social media driving audience engagement while maintaining a consistent brand voice across platforms
- Developed social media strategy and content for Youtube, Facebook, X, Instagram, and Snapchat
- Used social media data to help direct social media marketing initiatives
- Managed project timelines for marketing and departmental deliverables
- Designed and managed deliverables ranging from digital ads, brochures, presentations, social media content, and website content
- Developed presentations to translate complicated ideas to various audiences
- Managed projects and project timelines ensuring the quality and accuracy
- Engaged with stakeholders to create marketing, social media, and creative strategies
- Provided mentorship to junior creative staff fostering an environment of learning and developing through critiques utilizing constructive feedback

Graphics and Multimedia Coordinator

Sam Houston State University – Huntsville, TX – 04/2010 - 02/2016

- Produced print and digital marketing materials, ensuring high-quality execution with timely delivery across multiple platforms
- Worked with faculty to produce an application that can be inserted into a course to help engage students in their learning objectives
- Used HTML and Java to produce an application used in Blackboard to help students remain engaged in online courses
- Managed project timelines and delivery from start to finish for deliverables
- Worked with professors to develop content and build online courses in various LMS environments
- Used online course development best practices to help guide the course building process with university professors

Awards:

2022 – Telly Award for Video - Bronze - Non-Broadcast Education

2023 – Telly Award for Video - Silver - General: Not for Profit

2023 – Telly Award for Video - Bronze - Craft Use of Music

2023 – Telly Award for Video - Bronze - General: Educational Institution

2023 – Telly Award for Video - Bronze - General: Charitable