

DERRICK ALEXANDER

Senior Marketing Professional & Graphic Designer



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EDUCATION

DIGITAL MEDIA

Master's of Arts
Sam Houston State University
📅 08/2016 - 12/2018

GRAPHIC DESIGN AND ADVERTISING

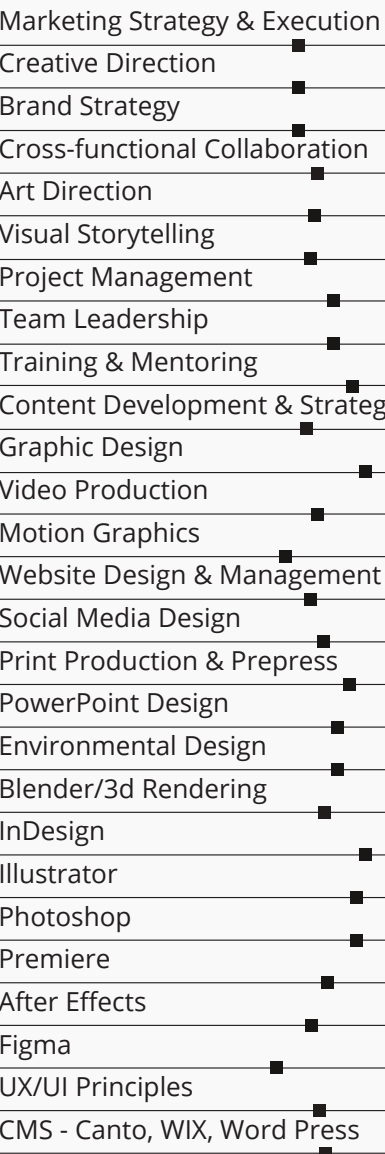
Bachelors of Fine Arts
Sam Houston State University
📅 08/2004 - 12/2007

CERTIFICATIONS

Google Foundations of UX Design

SKILLS

Beginner ————— Advanced



ACCOMPLISHMENTS

- Five-Time Telly Award Winner
- Reduced printing & production costs

SUMMARY

Senior marketing professional and graphic designer with over 16 years 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. Extensive experience in creating, print graphics, motion graphics, video projects from start to finish, and design/manage websites. Holds a Bachelors of Fine Arts in Graphic Design and Advertising as well as a Master's degree in Digital Media from Sam Houston State University.

EXPERIENCE

FREELANCE CONSULTANT FOR MARKETING, GRAPHIC DESIGN, AND WEB

AlexanderGraphix | Austin, TX | 📅 01/2015 - Current

- Work with clients to create brand systems and marketing strategy for their businesses
- Create and manage printed marketing materials, digital assets, and website content
- Provide social media guidance to clients for marketing and presence improvement
- Provide guidance and direction for ongoing client projects and initiatives

SENIOR DIRECTOR OF CREATIVE AND DIGITAL COMMUNICATIONS

The Texas State University System | Austin, TX | 📅 09/2023 - 07/2025

- Directed creative, marketing strategy, and visual identity across all platforms, including print, digital, video, social media, and website while ensuring brand consistency system-wide through integrated visual standards
- Designed and produced graphic design, video, motion graphic, presentation, and printed material projects from start to finish
- Managed small creative teams across the system to deliver specific projects from start to finish, translating marketing objectives into actionable design solutions
- Collaborated with vendors on a full website redesign and content strategy overhaul using UX best practices, while managing visual content creation and directing content
- Directed production team to live stream and managed teleconferencing technology
- Managed all technical aspects for meeting and presentations

DIRECTOR OF CREATIVE SERVICES

The Texas State University System | Austin, TX | 📅 01/2018 - 09/2023

- Designed and produced graphic design, video, motion graphic, presentation, and printed material projects from start to finish
- Helped to manage social media content for Youtube, Facebook, X, and Instagram
- Directed photo/video shoots, developed branded materials, and maintained creative oversight of major institutional initiatives
- Mentored creative team members and oversaw design production to meet strategic communication goals

ASSISTANT DIRECTOR OF UNIVERSITY MARKETING

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

- Managed social media content and strategy, driving audience engagement while maintaining a consistent brand voice across platforms
- Created video and multimedia assets in collaboration with marketing and production teams to support campus events and initiatives to better tell SHSU's story
- Managed team to automate targeted email marketing to institution audiences

GRAPHICS AND MULTIMEDIA COORDINATOR SHSU ONLINE

Sam Houston State University Online | Huntsville, TX | 📅 04/2010 - 02/2016

- Produced print and digital marketing materials, ensuring high-quality execution with timely delivery across multiple platforms
- Managed creative teams through full project life-cycles, translating marketing goals into actionable, effective design solutions
- Mentored and trained junior designers, fostering professional growth and improving overall team efficiency and creative output

REFERENCES AVAILABLE UPON REQUEST