

Career Profile: Award-winning marketing executive with proven success developing creative strategies that build brands. Deep experience in following sectors: consumer goods, education, entertainment, financial services, fundraising, healthcare, non-profit, publishing, real estate, and technology. Collaborative, hands-on creative leader with a track record of mentoring and developing strong, motivated teams.

Corbin Concepts | 2011–present
Creative Director / Digital Content Strategist

Creative direction and communications for the following clients: Adams & Knight (CT), All Hands & Hearts Disaster Response (MA), Brigade Communications LLC (CT), Chelsea Groton Bank (CT), Connecticare Healthcare (CT), Equity National Title (RI), Inspiritus (GA), Johnson & Johnson (NJ), DK Communications (RI), MK Advertising: Showtime Networks (NYC), The Warner Theatre (CT), Time Warner City Cable (NYC). Services include: branding, content creation, lead generation, event planning, program development, public relations, social media.

- **Mark Award for Advanced Products and Services Marketing: Road Runner Wireless, Time Warner Cable**

Lumentus Digital | 2011–2019
Creative Director / Consultant

Marketing and public relations consultant for Lumentus Digital: a full-service digital communications agency based in New York City. Key clients include: FMC Technologies, Leviton Manufacturing, Metropolitan Life Insurance, and Premier Research.

- **2014 Lantern Award Design Excellence: branding identity guidelines: FMC Technologies**

Burson-Marsteller NY | 2005–2011
Creative Director

Advertising and crisis response work for core client base: George Foreman Grill, Clear 20 Water Filtration Systems, Bureau of Engraving and Printing, Leviton Corporation, Phoenix Wealth Management, and US Trust. Led design direction, new business presentations, client relationships, social media, and managed four creative teams.

- **2007 Iron Sabre Award for New Product Development**

BBDO Healthcare (HMC Consumer) | 2001–2005
Associate Creative Director

Responsible for the design of print, tv, web and collateral for this healthcare subsidiary of BBDO. Clients included: Alcon Laboratories, Opti-Free Express, Patanol Eye Drops, Pfizer and Sonic Innovations.

SKILLS:

Design skills: Graphic design, business design, Adobe creative suite, mobile design

Advertising skills: branding, marketing, strategy development, sales

Digital skills: UX/UI utilities, video production, digital marketing, SEO, CSS/HTML

Project management skills: Budgeting, scheduling, logistics

<http://www.alexwetmore.com>
<https://www.linkedin.com/in/alexwetmore/>

email: alex@alexwetmore.com
mobile: 646-242-6068