# alexi drago

*Award-winning* luxury Brand Strategist & Creative Director renowned for *crafting innovative visual stories and campaigns* that seamlessly align with a company's immediate objectives and long-term vision, delivering tangible business results that drive exponential *growth and profitability.*

### alexi drago design | creative director & brand strategist (2007 - present)

With a proven track record for driving e-commerce, marketing and creative strategies to fuel growth and brand awareness. I leverage my significant business acumen, balanced with my creative sense and ability to connect brand with their target audiences through data-driven strategies and compelling visual, content-focused brand story-telling.

Exceptionally skilled in brand strategy, creative, direction, e-commerce re-platforms, accelerating conversion and transaction growth. Consistently recognized for the ability to lead the relaunch repair and cultivate alignment between creative and marketing departments while developing powerful growth strategies followed by their successful implementation and execution.

### spartina 449 | director of creative, e-commerce, & marketing (2020 - 2023)

Lead efforts to drive evolution of prior strategies and shift to e-commerce during Covid pandemic, while elevating overall marketing strategy. Managed team of 7 employees in accelerating brand transformation, accelerating brand equity, awareness, and growth. Owned full P&L of $12.4M e-commerce channel, managing $1.8M budget and full marketing budget of $3.5M, supporting all business channels including e-commerce, marketing, and creative.

*Key Achievements:*

- Managed attainment of e-commerce sales and margin goals, evolution to support multiple products and services, and development and maturity of e-commerce channel.
- Rebuilt e-commerce platform and implemented new KPIs, adopted by leadership team to ensure potential ROI; drove significant growth in all KPIs including +11% conversion rate, +78% transactions, +33% AOV, +61% In Sessions, +98% users, and + 93% new users.
- Grew global direct-to-consumer top line sales and profitability by +41% within 2 years.
- Led full Magento to Shopify re-platform focusing on site's visual experience and addition of content/visual storytelling; projected impact includes +20% conversion rate, +30% transactions, +33% AOV, and +20% in revenue.
- Oversaw strategy, execution, and reporting for all marketing initiatives across paid advertising, email/mobile platforms, direct mail programs, and branding.
- Re-branded & overhauled creative function, driving more effective content development; oversaw $600K creative budget.
- Recognized by Newsweek for Fastest Growing Online Shop.

**(continued)**

portfolio: alexidrago.com

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### alex and ani | director of e-commerce and marketing (2019 - 2020)

Directed the full e-commerce profit and loss (P&L) operations, overseeing a $50M revenue stream, and spearheaded the digital strategy and execution for alexandani.com, resulting in sustained profitability and heightened customer satisfaction. Managed end-to-end business planning, encompassing digital marketing, content strategy and development, promotional campaigns, site design, analytics, and technology.

Led the successful migration of alexandani.com from Magento 1 to Shopify Plus, completing the re-platforming project ahead of schedule, within four months, and under budget by $25K. This initiative yielded remarkable results, including a +243% increase in revenue, a +183% surge in conversion rate, a +220% rise in transactions, a 7% enhancement in average order value (AOV), and a significant 43% decrease in abandoned cart instances post-re-platforming.

### alex and ani | associate creative director (2015 - 2019)

Led high-level campaign concepting and development, contributing to strategic vision and brand initiative execution. Played a pivotal role in conceptualizing and executing photoshoots, ensuring alignment with the brand's aesthetic and narrative. Recruited to bridge communication gaps across multiple locations, fostering organizational cohesion and brand strategy alignment. Translated company's brand vision into an effective omni-channel strategy, focusing on digital optimization and driving execution across email, e-commerce, paid ads, and social media platforms. Provided strategic leadership to a team of 8 graphic designers, inspiring impactful creative production. Established and led the Creative Marketing Department from inception, revitalizing relationships between Creative and Marketing functions to enhance collaboration and effectiveness.

### rue la la | associate creative director (2013 - 2015)

Developed the creative strategy for the organization, spearheading the strategic development and execution of all brand and marketing initiatives in alignment with the company's overarching business objectives. Conceptualized, designed, presented, and delivered creative solutions to define and drive initiatives forward. Established and led Creative, Brand, Acquisitions, and Social Media Teams to ensure cohesive implementation of strategies. Provided invaluable insight and guidance on creative concepts and solutions, offering expertise from initial conception to final completion. Collaborated closely with clients, team members, and department leaders to ensure client satisfaction and exceed expectations.

Recipient of the IHAF Gold Winner for Rue House of Cards, recognized by the IHAF Annual Awards Show for outstanding achievement in creative excellence. Built, engaged, and inspired the Graphic Design Team, fostering a collaborative environment focused on developing creative concepts that fully embodied the brand's vision.

### providence college | creative director (2008 - 2013)

Managed all creative operations, driving consistent brand identity and messaging throughout award-winning publications and collateral marketing materials; won Circle of Excellence Gold Award and UCDA Award for Excellence.

### tiffany and co. | graphic designer (2007 - 2008)

Supported Senior Art Director with catalogues and special projects and initiatives.

### education & professional development

Rhode Island School of Design (RISD)

*Bachelor of Graphic Design (2006-2007) and Bachelor of Fine Arts (2004-2006)*

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