

ALEGRIA FORD

CREATIVE LEADER WITH EMPHASIS ON MARKETING, BRANDING, WEB CONTENT, SOCIAL MEDIA CONTENT AND PUBLIC RELATIONS

Creative with ten years of experience in both agency- and client-side communications for Fortune 500 companies. Respected lead of creative teams, multimedia teams, and corporate communications departments. Expert in technical, conceptual and content development targeting desired audiences with emphasis on data analysis.

SUMMARY

- **LEADERSHIP & MANAGEMENT** - Leader with proven record in leading and management of marketing campaigns, internal communications, interactive, web and social media content development teams of up to 28 professionals for consulting and wellness organizations such as PwC, May Company's Hecht's and Cellnique.
- **STRATEGIC PLANNING** - Spearheaded strategic planning, branding initiatives, marketing campaigns from start-ups to well-established companies. Proficient in establishing a marketing brands with strong online and social media presence of organizations based on data analysis.
- **INTERACTIVE EXPERIENCE** - Developed visual collateral and content to promote organization initiatives using video, interactive vehicles, social media, web and advertising in projects for:
 - NASA (IFMP) internal communication, DHHS (Higlas) branding development, CIA (Comet), White House, US Postal Service, ARMY, NAVY (first interactive annual reports).
 - PwC Web based internal communication (for CEO Grady Mean's "Monday Show"), PwC E business unit interactive marketing.
 - Product Brand Development for Cellnique the super Green Drink from start up to Whole Foods as well as Brands for Orthobiotech products.
 - Streaming live video for Tree of Life Rejuvenation Center. Three channels, five programs: Gabriel TV, Tree Tube, Alive with Gabriel, Chefs of the Tree, Culture of Life Experience, Questions with Gabriel and live events.

- New web brand initiatives for the retail mall industry including Geneva Commons, Gateway West Loop, Streets of Woodfield, Naperville Crossings, Ford City Mall, Renaissance Place, Dodier & Co.
- **BUDGET MANAGEMENT** - Background in developing and monitoring projects and budgets of for-profit and government entities. Direct budget responsibility for up to \$75,000 monthly budget for May Company's Hechts 74 stores, PwC's Consultants Interactive Trainings "Need to Know", "Working in a Virtual Reality", and client videos such as Amtrak Customer Service video, America Association of Aviation Y2K project.

SKILLS

WRITING - Developing Brand initiatives, Press releases, Ads, Scripts for video, Editing, and developing Social Media content. Mission de San Miguel, Boom Goddess Radio, Spa Zen, East West Acupuncture, Awaken Organics, Sonoita Lifestyle, Jenna Wellness, Sanavita, Tree of Life Rejuvenation Center, PWC, Microsoft-Avaya.

TECHNICAL - Adobe Creative Suite | Microsoft Suite | Final Cut Pro | Google Analytics | WordPress | .Net | HTML XML | Flash | Video Production | Photography

WORK EXPERIENCE

ARTISTIC DIRECTOR

BOOM GODDESS RADIO | 2016 - PRESENT

INTERACTIVE DESIGNER - FRONT END DEVELOPER

DODIER & CO | 2014 - 2016

CO-OWNER, PRODUCT DEVELOPMENT, PRODUCTION & MARKETING

AWAKEN ORGANICS, LLC | SONOITA LIFESTYLES, LLC | 2010-2014

VIDEO STREAMING, VIDEO PRODUCER, BRANDING, MARKETING

TREE OF LIFE REJUVENATION CENTER | 2008-2010

CREATIVE LEAD, MARKETING, BRAND DESIGNER, VIDEO PRODUCER

ALEGRIA.MEDIA, NYC | 2003-2014

**CREATIVE LEAD, INTERACTIVE LEAD - WEB, MULTIMEDIA AND VIDEO
CYBERFINA, VA | 2002-2003**

**CONSULTANT LEVEL II, CREATIVE LEAD, VIDEO PRODUCER
PwC, ARLINGTON, FAIRFAX, VA | 2000-2002**

**LPD DIRECTOR ASSISTANT, GLOBAL UNIT
PwC, ARLINGTON, FAIRFAX, VA | 1999-2000**

**ART DIRECTOR FOR VISUAL PRESENTATION & MERCHANDISING
MAY COMPANY, HECHT'S, ARLINGTON VA | 1997- 1998**

EDUCATION

American University 1987
School of Communication and Performing Arts,
Montgomery College 1996 Advertising & Graphic Design.
Fluent in Spanish, English

ACHIEVEMENTS

“Cooking Time, Family Time“ Book Photographer - by William Morrow
The Year of the Woman '93 exhibit - Mixed media, hand tinted photographs -
MaryAnn Reilly Gallery - Washington, DC.
Best Image B&W - American University - Visual Communications.
The Best of the Festival '85 - Best B&W and Color Photography Portfolio.

URLS & PORTFOLIO

alegria.media	boomgoddessradio.com
shopgenevacommons.com	dodier.com
shopgatewaywestloop.com	shopnapervillecrossings.com
shopthestreetsofwoodfield.com	renaissanceplaceonline.com
shopfordcitymall.com	codranch.com

ASSOCIATIONS

Art Directors Club - Washington, DC
Former Sonoita Chamber Board Member