



ALEXANDRA MORA
CREATIVE DIRECTOR
ITSALEXMORA.COM
+310-691-9221

HOLAAALEXMORA@GMAIL.COM

EDUCATION

August 2022 – April 2025

ArtCenter College of Design

Bachelor of Fine Arts in Creative Direction (Advertising)

Pasadena, CA

AWARDS

April 2023

Mention, One Show Young Ones IYKYK

May 2024 – April 2025

Matthew Rolston Scholarship for Film and Creative Direction

August 2022 – April 2025

Lee Clow Endowment Scholarship

Brian Hathaway Memorial Scholarship

Jack and Frances Courtney Honorary Endowed Scholarship

EXHIBITIONS

January 2025 – May 2025

ArtCenter Student Gallery

Peacemaker | Season 2 Teaser Campaign

May 2024 – May 2025

ArtCenter Student Gallery

Clutter | De-Clutter Campaign

PUBLISHED WORK

April 2025

HOURS OF OPERATION 10 AM – 10PM, Editor

Served as editor of ArtCenter's annual Interdisciplinary Studies' course, *Type and Authorship* to create the publication, "Hours of Operation." Edited writings by various authors, established narrative order amongst writings, and lead teams on Art Direction of the publication.

HOURS OF OPERATION 10 AM – 10PM, Author

Contributed the following short stories and writings to the publication: *Happy Windyday*, *The Dobermans*, *Red*, *Printed on Matchstrike Paper*

WORK EXPERIENCE

FEBRUARY 2021 – DECEMBER 2023

FREELANCE

Remote, Los Angeles

Created *Legalize They*, a movement for trans and non-binary inclusivity, leading workshops for Fortune 500 companies. Developed branding and products for luxury travel startup, DeMeriC, including leather goods and silk accessories. Led event production for an activation at TIFF, website redesign, and brand messaging for actor Joshua Jackson's for independent filmmaker's platform, Liquid Media Group.

JANUARY 2020 – FEBRUARY 2021

Hybrid, Online, Los Angeles

Undiluted, Chief Operating Officer

Built the foundation for a Los Angeles-based vegan condiment startup entering grocery and distribution. Developed sales tracking, forecasting, and reporting tools for scalability. Led brand launch, defining identity, voice, and strategy. Wrote and refined copy for investor decks, brand materials, and industry-facing websites, ensuring a strong, cohesive presence in public and trade markets.

SEPTEMBER 2014 – JANUARY 2020

Los Angeles

Rolling Greens, Operations Manager

Built the operational foundation for a high-end nursery and home goods brand with several LA locations, creating SOPs, handbooks, and org charts to support growth. Developed sales tracking, forecasting, and reporting tools to streamline operations. Spearheaded the opening of a third store and expansion into events, managing high-profile productions while ensuring a seamless, scalable business model.

SEPTEMBER 2012 – SEPTEMBER 2014

Los Angeles

TOMS Shoes, International Social Media Manager

Applied cultural insight and international market experience to develop a globally relevant brand presence through social media. Conducted research on trends and online behaviors across diverse communities to inform strategic direction. Established and implemented a social media content planning process standard for consistency across platforms.

AUGUST 2006 – SEPTEMBER 2012

Los Angeles

American Apparel, Retail Marketing Manager

Ideated and launched *Legalize Gay*, an eight-year campaign earning global recognition and a GLAAD Media Award. Led retail marketing for American Apparel, developing campaigns, partnerships, and in-store activations. Executed 36 campaigns, driving \$2 million in annual sales. Built a global retail marketing calendar and wrote copy across print, digital, and broadcast media for cohesive brand storytelling.