

Alexa Kroitoro

Contact Information

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☎ 786.303.7981

Design Portfolio

www.ak9-designs.com

Skills

- Brand & Content Strategy
- Digital Marketing & Analytics
- Campaign Planning
- Conversion Rate Optimization
- E-commerce & Amazon Marketing
- Adobe Creative Suite & Figma
- Social Media
- Email Marketing
- Product Development
- Data-Driven Design
- Marketo & Klaviyo
- Magento & Shopify

Education

2013 - 2017
Florida State University

- BA: Graphic Design
- Focus: Interactive Media and Text + Media
- Minor: Advertising and Communications

Languages

English - Fluent
Spanish - Fluent
Hebrew - Moderate

Professional Profile

Marketing strategist and Graphic Designer with 8+ years of experience merging design, content, and data-driven strategies to boost engagement and conversions. Skilled in leading teams, optimizing digital campaigns, and crafting compelling brand experiences across e-commerce and social platforms.

Work Experience

Digital Content Designer, Team Lead GOJA, LLC	March 2023 - Present
<ul style="list-style-type: none">• Create engaging e-commerce content for Amazon, D2C, and social media• Involved in several successful product launches from concept to execution. Ex: 24% conversion in the first week of launch.• Lead a multidisciplinary team to develop comprehensive brand experiences, enhancing brand visibility.• Research and develop creative briefs, ensuring alignment with marketing strategies and goals.• Oversee design, photography, and videography ensuring high-quality visual assets.• Boosted brand engagement by steering innovative content strategies for e-commerce.• Enhanced online presence by analyzing market trends for targeted content creation.	
Digital Content Designer GOJA, LLC	September 2022 - March 2023
<ul style="list-style-type: none">• Enhanced online visibility by refining product listings for 26 brands.• Partnered effectively with designers to enhance project outcomes.• Meticulously optimized content, ensuring accuracy and engagement across platforms.• Created content that led to 5%+ in conversion rate increase	
Senior Graphic Designer Refine Labs (Position eliminated due to re-org)	May 2022 - July 2022
<ul style="list-style-type: none">• Designed and executed digital ad campaigns for B2B clients, boosting lead generation and engagement.• Collaborated with performance marketing teams to ensure cohesive messaging and audience targeting.	
Graphic Designer Thrasio, LLC (Department eliminated due to re-org)	May 2021 - May 2022
<ul style="list-style-type: none">• Created digital marketing assets for 20+ brands, optimizing emails, social ads, and Amazon listings.• Developed brand templates that improved workflow efficiency and creative consistency.• Managed interns, providing mentorship in marketing-focused design execution.	
Graphic Designer & Email Marketing Specialist Charles & Colvard Ltd.	December 2019 - May 2021
<ul style="list-style-type: none">• Designed creative assets for e-commerce sites and print materials, enhancing brand visibility.• Managed Marketo email marketing, achieving measurable campaign success and insightful reporting.• Developed Virtual Bridal Ring Consultation service, improving customer shopping experience.• Created assets for a sub-brand, including website design and packaging, boosting brand identity.• Optimized user experience for e-commerce platforms, increasing customer engagement.• Refined branding elements, ensuring consistency across all digital and physical channels.	
Brand Marketing and Copy Writer Implus Footcare LLC	March 2019 - October 2019
<ul style="list-style-type: none">• Created multi-channel marketing strategies for three brands, driving brand growth and engagement.• Led product storytelling and packaging design, ensuring brand consistency across touchpoints.	
Marketing Coordinator & Graphic Designer Diamonds International	August 2017 - February 2019
<ul style="list-style-type: none">• Collaborated with brand and regional managers across 27+ locations, delivering effective marketing solutions.• Identified and addressed needs of 100+ stores, ensuring cohesive brand messaging and design consistency.	