

I've been doing this for 12 years now.

I've won awards, raised VC money, launched products, built content hubs and developed TV commercials.

I published a book on strategy and write a newsletter read on every continent.

I've guest taught, lectured or spoken in schools, bootcamps and podcasts.

There's a lot I'm not good at, but strategy work is what I've spent the majority of my adult life practicing.



(est. - March 2023)

## STRATSCRAPS LLC

I went freelance in the beginning of this year. My work has primarily been with agencies or directly with clients looking for help overseeing an agency's progress and ideas. I play well with Creative, which has always been an advantage, but my focus is on the things up front that move the needle down the line.

### CLIENTS

**Nike**  
**poppi**  
**ehazmony**  
**Odd Company**  
**Vice/Virtue**  
**Day One Agency**  
**Motion Sickness**

### PROJECTS

Category audit  
 Product positioning  
 Behavior change research  
 Agency process consulting  
 Campaign strategy oversight  
 Team education course design  
 Campaign communications strategy  
 Creative Brief development & delivery

*Some of the above are still ongoing and as such I am limiting details of what was done for who. Happy to talk about most further upon request.*

# ALEX MORRIS

## INDEPENDENT PUBLISHING



### Strat\_Scraps Newsletter

Read on 6 of 7 continents by some 5,000+ individuals within and outside the ad industry.

link



### The Strategy Scrapbook

A collection of the most important advice, thinking, frameworks and inspiration collected into one place. Available in print or free online.

link



### Creatives on Strategists

An ongoing survey and interview research project into what industry Creatives think about Strategy. Our role, what we need to do better, stop entirely or simply think about more often

link

web  
 personal: alexmorris.co  
 LLC: Stratscraps.com

email  
 alex@stratscraps.com

Phone  
 206.290.2873

## FORMER FULL TIME ROLES

Sid Lee   Strategy Director	2022-2023
Analog Folk   Strategy Director	2020-2021
Virtue   Associate Director	2016-2020
Day One Agency   Lead Strategist	2014-2016
YouEye   Head of Research	2012-2014

"Alex Morris is every creative's dream strategist. All in. No bullshit. Smart as all get out. Kinder than anyone you know. Extremely collaborative & on the money."