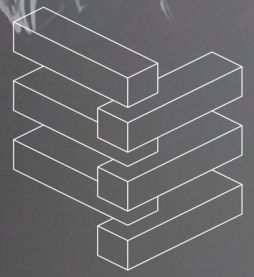


ALEX MORRIS



THE ONE SHEETER

ABOUT

I've been doing Creative Communication Strategy for close to 15 years. Sometimes in-house, mostly agency side. I've won awards, raised VC funding, launched products, built CRM systems, made content hubs and shot TV commercials. I published a book about strategy and write a newsletter read on every continent. I've taught at Miami Ad School, been a speaker at conferences, bootcamps, podcasts, and universities. There's a lot I'm not good at, but strategy work is what I've spent the majority of my adult life practicing.

BACKGROUND & EXPERIENCE

I got my start in the world of start ups. We were building a UX research platform and quickly learned the intersections of management, pitching, agile work and product development.

From there, I was the first employee at Day One Agency, building a strategy team and process. I spent 5 years inside the Vice media Creative Agency Virtue Worldwide. And my last full time job was for SID LEE USA where I designed the creative workflow process and handled the Dos Equis AOR account.

INDEPENDENT CONSULTING

I went freelance because I didn't want to satisfy two agendas. Agencies are great at creative thinking, too often they sell in strategy because of the margin rather than the need.

I'd rather work on projects where I am needed. Where I have only the client objective in mind.

Some broad categories of work that I do;

- BRAND CAMPAIGNS
- POSITIONING WORK
- COMMS PLANNING
- CREATIVE BRIEFING AND SUPPORT

MY WORK TODAY CAN BE DIVIDED INTO THREE CATEGORIES

PUBLIC PUBLISHING

THIS IS THE NEWSLETTER, THE SCRAPBOOK, CREATIVE ON STRATEGY RESEARCH, AND OTHER PROJECTS THAT EXIST AS FREE RESOURCES FOR PLANNERS AND INDUSTRY FOLK.

PRIVATE PRACTICE

THIS IS MY FREELANCE BUSINESS, STRAT_SCRAPS LLC. THERE IS LOTS MORE TO SAY HERE, WHICH CAN BE FOUND AT STRATSCRAPS.COM

EXPERIMENTAL CREATION

THIS IS MY OWN PERSONAL ARTWORK AND THE WIP EFFORT TO BUILD A PLATFORM FOR A CURATED GROUP OF ARTISTS TO SHARE AND SELL WORK. COMING SOON.



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