

PROFESSIONAL EXPERIENCE

Photo Art Director - Lowe's

Feb 2025 - Present

- Lead creative direction for photography and CGI content across omni-channel retail marketing.
- Direct internal and external teams - Photographers, stylists, set builders, and agencies - to deliver high-quality, on-brand visuals.
- Translate brand and product strategies into compelling visual concepts that enhance consumer engagement and drive purchase decisions.
- Ensure consistency with established brand standards across packaging, digital, and in-store media.
- Oversee multiple concurrent productions, managing budgets, timelines, shot lists, and merchandise flow.
- Present creative concepts with strategic rationale to leadership, incorporating feedback into refined solutions.
- Facilitate the evolution of Lowe's in-house studio in a center of excellence for content creation.

Brand Marketing Creative for Lee Jeans- Kontoor Brands LLC

Apr 2022 - Feb 2025

- Developed and managed brand styling standards, ensuring trend-forward direction across all visual assets.
- Directed 10+ editorial/e-commerce shoots (\$20K–\$100K budgets), 5+ catalogs, web content, and press materials.
- Elevated brand equity by 49% through data driven campaign strategies and consumer insights.
- Partnered with agencies and influencers to build integrated campaigns that increase brand awareness and increased engagement.
- Drove a 400% lift in media coverage through PR initiatives, briefs, and event activations.
- Managed \$1M annual budget, optimizing processes and reporting for continuous improvement.

Photo Studio Production - Kontoor Brands LLC

Oct 2020 - Apr 2022

- Established styling, lighting, and editing standards that boosted studio productivity by 30%.
- Coordinated visual execution for 2K+ seasonal styles, ensuring brand alignment and on-time delivery.
- Negotiate freelance rates, provided briefs, and oversaw post-production for image retouching/upload.
- Maintained 100% budget compliance in invoicing, contracts, and operating expenses.
- Supported workflow improvements that drove year-over-year growth and operational efficiency.

Stylist, Art Director - Charlie V Alex LLC

Jan 2015 - Present

- Directed high-volume lifestyle, editorial, and e-commerce shoots across fashion and home brands.
- Collaborated with designers, copywriters, and developers to create cohesive campaigns.
- Set styling and photography standards ensuring elevated, brand-consistent visuals.
- Supported studio pre-production teams to optimize workflows, adapt to evolving project requirements, and guarantee high-quality results.
- Maintained repeat business through strong client relationships, quality output, and minimal errors.
- Clients include: Ralph Lauren, Rue La La, Gilt Groupe, Peter Millar, GFore, Safavids, Macy's, Amway, Bassett Furniture, Ballard Designs.

EDUCATION

Bachelor of Fine Arts - Savannah College of Art and Design

Sept 2008 - May 2012

CHARLIE ALEX

www.charlie-alex.com | charlievalex@gmail.com

ART DIRECTION • BRAND MARKETING
CREATIVE PRODUCTION • STYLING

PROFESSIONAL EXPERIENCE

Brand Marketing Creative for Lee Jeans - Kontoor Brands LLC

Apr 2022 - Present

- Develop and maintain brand style guide and standards for on-set talent to ensure consistent brand assets across all mediums.
- Oversee the digital asset creation process for special projects, including concept development, art direction, and production for e-commerce and editorial photo shoots, catalogs, copy, web content, and press materials.
- Conduct market research to stay up-to-date with industry trends and improve the brand.
- Work with internal marketing teams, external agencies, and social media team to develop cohesive assets and marketing strategies to engage core consumers and influencers.
- Enforce brand and PR initiatives to cross-functional teams by providing detailed briefs on collaboration strategies, go-to-market plans, media placements, celebrity outreach, and brand events.
- Coordinate event planning efforts with external partners, internal teams, and agencies, and participate in quarterly press previews to build relationships with major publications, editors, publicists, and stylists.
- Establish and manage streamlined processes to support PR events, outreach strategies, annual budgets, and quarterly reporting to increase the efficiency and success of brand initiatives.

Photo Studio Production - Kontoor Brands LLC

Oct 2020 - Apr 2022

- Established high standards for styling, lighting, and editing to ensure consistency and quality across all visual content.
- Communicated effectively with brand partners, internal sales teams, and stakeholders to ensure smooth execution of visual requirements and adherence to deadlines throughout the production process.
- Took on the responsibility of organizing freelance talent, negotiating rates, providing creative briefs, and communicating with post-production teams for retouching processes and image uploads.
- Managed the invoicing process and maintained accurate records of freelance talent, work orders, and operating expenses, ensuring transparency and accountability.
- Implemented a comprehensive strategy to facilitate continuous achievement of key performance indicators, contributing to the growth and sustainability of the studio.

Stylist, Art Director - Charlie V Alex LLC

Jan 2015 - Present

- Demonstrate the creative direction both on set and throughout the post-production process, collaborating closely with art direction, brand marketing, and digital design teams to fulfill their unique project requirements and vision.
- Promote creative direction to uphold high standards for results while displaying focused attention to detail.
- Contribute to setting styling, photography, and lighting standards, ensuring a cohesive and visually compelling output.
- Render support to studio pre-production teams in creating effective processes to optimize workflow, adapt to changes, and guarantee high-quality results on set, maintaining excellence throughout the production pipeline.

Visual Merchandising Manager

Jan 2010 - Jan 2016

- Brands include: Tommy Bahama, Von Maur, Pottery Barn, West Elm
- Window display, Floor sets, Trend Analysis, Sales reports, Inventory, Etc.

EDUCATION

Bachelor of Fine Arts - Savannah college of Art and Design

PROFESSIONAL EXPERIENCE

Apr 2022 - Present

- Develop and maintain brand style guide and standards for on-set talent to ensure consistent brand assets across all mediums.
- Oversee the digital asset creation process for special projects, including concept development, art direction, and production for e-commerce and editorial photo shoots, catalogs, copy, web content, and press materials.
- Conduct market research to stay up-to-date with industry trends and improve the brand.
- Work with internal marketing teams, external agencies, and social media team to develop cohesive assets and marketing strategies to engage core consumers and influencers.
- Enforce brand and PR initiatives to cross-functional teams by providing detailed briefs on collaboration strategies, go-to-market plans, media placements, celebrity outreach, and brand events.
- Coordinate event planning efforts with external partners, internal teams, and agencies, and participate in quarterly press previews to build relationships with major publications, editors, publicists, and stylists.
- Establish and manage streamlined processes to support PR events, outreach strategies, annual budgets, and quarterly reporting to increase the efficiency and success of brand initiatives

Photo Studio Production - Kontoor Brands LLC

Oct 2020 - Apr 2022

- Established high standards for styling, lighting, and editing to ensure consistency and quality across all visual content.
- Communicated effectively with brand partners, internal sales teams, and stakeholders to ensure smooth execution of visual requirements and adherence to deadlines throughout the production process.
- Took on the responsibility of organizing freelance talent, negotiating rates, providing creative briefs, and communicating with post-production teams for retouching processes and image uploads.
- Managed the invoicing process and maintained accurate records of freelance talent, work orders, and operating expenses, ensuring transparency and accountability.
- Implemented a comprehensive strategy to facilitate continuous achievement of key performance indicators, contributing to the growth and sustainability of the studio.

Freelance Stylist - Charlie V Alex LLC

Jan 2015 - Present

- Demonstrated the creative direction both on set and throughout the post-production process, collaborating closely with art direction, brand marketing, and digital design teams to fulfill their unique project requirements and vision.
- Promoted creative direction to uphold high standards for results while displaying focused attention to detail.
- Contributed to setting styling, photography, and lighting standards, ensuring a cohesive and visually compelling output.
- Rendered support to studio pre-production teams in creating effective processes to optimize workflow, adapt to changes, and guarantee high-quality results on set, maintaining excellence throughout the production pipeline.

Visual Merchandising Manager

Jan 2010 - Jan 2016

- Brands include: Tommy Bahama, Von Maur, Pottery Barn, West Elm
- Window display, Floor sets, Trend Analysis, Sales reports, Inventory, Etc.

EDUCATION

Bachelor of Fine Arts - Savannah college of Art and Design

Jan 2011 - Jan 2016

