

**Alexis Brunswick**  
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**EMPLOYMENT:**

***USC Annenberg School for Communication and Journalism, Master of Communication Management***

***2023-present***

**Adjunct Lecturer**

Teaching *Communication In The Luxury Fashion Industry*.

***Brand Consulting, Los Angeles, CA***

***2013-present***

**Marketing, Editorial, Strategy**

Lead brands in development and positioning. Identify potential collaborations and assist in securing and executing on partnerships. Develop editorial calendar and optimize storytelling through refined messaging and direct mailers. Clients have included Calvin Klein, 7 For All Mankind, The Great., A.L.C., Altuzarra, and Larroudé, among others.

***Clare V., Los Angeles, CA***

***2019-present***

**Partnerships, Special Projects**

Develop charitable partnerships and cause marketing, including Every Mother Counts, Giffords, I AM A VOTER., and Everytown For Gun Safety. Work closely with PR to define brand news.

***2013-2019***

**Digital Strategy, Marketing**

Vetted and managed designer partnerships and collaborations, including executing marketing support. Created branded content and established a regular cadence of communication through newsletters, email, and in-box creative. Developed brand handbooks and Clare V. Ambassador Program, while managing affiliate partnerships.

***Vogue.com***

***2015-present***

**Freelance Contributor**

***HauteLook.com, Los Angeles, CA***

***2008- 2013***

**Editor, Marketing Associate**

Managed all editorial, B2C communication, and core branding through Nordstrom acquisition.

***CondéNet, New York, NY***

***2005-2008***

**Editorial Assistant, Assistant Editor**

***Niche Media, New York, NY***

***2004-2005***

**Client Relations Assistant**

## ***Freelance Work***

### **Vie de Clare V.: 2023**

Co-authored *Vie de Clare V.: Paris Chic, L.A. Cool*, published by Rizzoli.

### **Fashion in LA: 2019**

Co-authored *Fashion in LA*, published by Phaidon.

### **CFDA.com: 2016-2018**

Freelance contributor.

### **Style.com: 2008-2015**

Cover and report designer news, collection reviews, and events as West Coast Editor.

### **Researcher: 2008-2009**

Assisted former *Vogue* Design Director Charles Churchward on *Herb Ritts, The Golden Hour*.

## **EDUCATION:**

**University of Pennsylvania:** Bachelor of Arts, Cum Laude, 2004

Major – Communications, Annenberg School for Communications

## **Computer and Language Skills**

Proficient in French, Excel, HTML, Canva, Shopify, Klaviyo, and other database software.