




Alexa Brooks Major

Collaborative & Tactical Client Partner || Fashion Experience Architect

 Washington D.C., DC, USA

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Links

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Languages

English (Native)

French (Fluent)

Italian (Basic)

About

Alexa is a dynamic, self-motivated, and innovative strategist with proven experience in developing scalable, sustainable, high-quality, and creative business solutions. Whether facilitating strategic partnerships, consulting for experiential and digital events, expanding brand awareness, managing complex projects, pitching multi-million dollar companies, or executing data-informed campaigns, she enhances the client experience while building valuable connections.

As Alexa pivots her career to focus on strategic partnerships, business operations, venture capital, fashion, and AR/VR adjacent roles and opportunities, she is eager to leverage her passion for collaboration, her analytical mind, results-focused nature, and ability to drive engagement and performance.

Chat with me about all things... vulnerability, entrepreneurship, cultural experiences, VR/AR, innovation, future of work, emerging tech, Afrofuturism, mental health, social justice, sustainable fashion, spirituality, and digital fashion (in no particular order!)

Predictive Index Motivating Drivers:

People-Oriented | Adaptable | Persuasive | Outgoing | Optimistic | Socially-Focused

Core Competencies:

Project Management | Workflow Optimization | Process Improvement | Program Development | Operations Management | Data Analysis | Contract Management | Relationship Management | Client Relations | Sales Strategy | Lead Generation | Market Research | Communication Strategy | Partnership Development

Technical Competence:

Hubspot | Apollo | Airtable | Wrike | Hootsuite | Sprout Social | Google Suite | LinkedIn Sales Navigator

Linguistic Ability:

French (fluent) | Italian (conversational) | English (fluent)

BRANDS WORKED WITH

Beverly Beal - Beverly Beal Law II The Contract Collection II Guilty Intimates

Brllnt

Pod People

Secondi Consignment, Inc.

STN Digital

The Financial Diet

Experience

● Wardrobe Stylist & Creative Director

| Jan 2021 - Now

Navigating the challenge of harmonizing our outward appearance with our inner expression can be daunting. That's where MWAC Styling Services steps in, offering a helping hand. Renowned for her adept approach to personal style and a luxurious aesthetic, Alexa Claire is the go-to for young professionals in the DMV, excelling in the boardroom, at events, and in everyday life. Her pride lies in aligning clients' budgets with their desires and the intricacies of their lifestyles. Crafting a "look" that mirrors our desired self-image is no easy feat, given its deep complexity. Nonetheless, everyone deserves the chance to present themselves through a deliberately chosen lens. After all, the adage holds true: when we look good, we feel good.



● Research & Production Lead

The Financial Diet | Apr 2023 - Now

Researching and leading podcast guest booking for the largest women's personal finance media company including developing project management systems, talent booking, and ad hoc production and strategic partnerships needs, consistently contributing to increased internal efficiency and community growth.

+ Successfully booked 11 mid-to-high profile guests for the brand podcast within 2 months, including Love is Blind's Raven Ross, Candice Kumai, Vivian Tu, Lauren Wasser, Farnoosh Torabi, and Jo Franco—strengthening the podcast's listener following.

+ Engineered a new project management system via the use of Airtable for the business development and marketing departments, leading to the alleviation of internal miscommunications and strengthening inter-departmental efficiency.

● Visual Merchandising Associate & Style Consultant

Secondi Consignment, Inc. | Jan 2021 - Aug 2023

Executed profitable retailer operations for a high-end consignment business including sales strategy, event management, and customer engagement, consistently contributing to increased sales and revenue growth.

+ Launched private in-store events by managing day-of logistics coordination, developing targeted communication, and managing the client experience, successfully executing 5 private events while garnering \$1,500+ in profits for each.

+ Optimized customer retention from understanding unique needs and identifying aligned solutions to maintaining ongoing communication and developing personal styling offerings, across a recurring clientele of 30.

+ Oversaw employee training through collaborative problem solving, corrective action planning, and styling best practices, empowering competence across 4 team members.

+ Evolved store processes from gap identification to growth-centered store-wide change operations with successes including developing an upselling strategy by building customer relationships and identifying products for future purchases, operationalizing a visual display transformation to align with consumer behavior and purchasing trends, and standardizing inventory sizing categories by creating a universal sizing chart.



● Partnerships Development Lead

STN Digital | Jan 2022 - Jan 2023

Drove business expansion and acquisition for a premier sports and entertainment marketing agency through sales and client operations, contributing to securing aligned brand and retailer partnerships.

+ Scaled B2B lead generation volume through market research, needs assessments, targeted communication, and relationship building, improving response rates by 40%.

+ Optimized lead generation communication by developing qualifying questions, analyzing performance insights, and revising messaging to include compelling data in partnership with Marketing and Analytics teams, deploying up to 2,000 emails weekly.

+ Developed cross-platform offerings by targeting prospective eSports, gaming, and production studio clients and creating opportunities to offer aligned services, expanding prospective clientele base.



● Business Development & Marketing Associate

Pod People | Jan 2021 - Jan 2021

Managed business and marketing operations for a podcast production and staffing agency including strategic planning, targeted communication, and relationship building for notable clients such as Kellogg, Volkswagen, Hearst Magazines, and Condé Nast.

+ Oversaw the partner onboarding experience as the liaison between

clients and contractors through hand-off meetings, contract management, and cross-functional collaboration, ensuring alignment through a successful transition to production.

- + Built a comprehensive marketing strategy to generate B2B leads including SEO optimization, employee advocacy, editorial features, social media, paid ads, and brand-aligned content, securing budget approval and C-Suite buy-in.

- + Optimized social media strategy by analyzing market research and creating aligned content at volume, gaining recognition from figures such as David Rogier and Jonathan Van Ness, increasing daily Twitter posts by 50%, and growing impressions to 19.6K.

- + Implemented process improvements by understanding needs, identifying deficiencies, developing aligned solutions, and creating an implementation strategy, with notable successes including launching an employee database to highlight subject matter expertise between internal teams and contractors, streamlining invoice management for 15 contractors by tracking incoming and outgoing billing, driving efficiencies, and engineering a new project tracking system to assess net profits for shows, illuminating the need for higher cost margins.



- **Operations Assistant**

Pod People | Jan 2020 - Jan 2021

- + Created a new pricing strategy to ensure accuracy and accountability by analyzing cost-of-services data, proposing updated tiers, and pitching to leaders, gaining buy-in from key stakeholders.

- + Developed two new training handbooks for Operations and Business Development teams of 10 including SOP definition, best practices, workflow processes, and communication templates, gaining department-wide adoption.

- **Digital Communications Manager**

Beverly Beal - Beverly Beal Law II The Contract Collection II Guilty Intimates | Jun 2019 - Nov 2020

- + Strategized, crafted, and executed content for Ms. Beal's social media calendar for all three of her brands, including newsletters and Instagram.

- + Assisted with photo-shoots, brand pitching, and marketing.

- + Developed innovative, on-trend, and audience-appropriate social media campaign proposals.

- + Engaged in follower outreach for client acquisition purposes.



- **Marketing Intern**

Brllnt | Jan 2020 - Jan 2020

Performed strategic marketing initiatives for a marketing agency through client relations, goal definition, action plan development, and implementation strategy, supporting successful campaign execution.

- + Launched an interactive art installation for Nerds in NoMa from developing designs strategy and facilitating client approval to securing vendors and ensuring timely delivery, driving consumer engagement.

- + Executed a marketing campaign to drive community engagement with government through social media strategies, content development, and SEO research while leading a team of 6, garnering 554 new Twitter followers for client within 3 months.

Education & Training

- **The George Washington University**

Bachelor of Arts - BA,

● **Fudan University**

Study Abroad,

● **Université Paris 8**

Study Abroad,