

CHRIS ALEKSANDROV

CONTENT PRODUCTION | BRAND STRATEGY | PR, DIGITAL AND EXPERIENTIAL MARKETING

SUMMARY

Marketing and communications leader with 10+ years of experience and a proven track record in driving growth, engagement, and conversions through multi-channel campaigns and innovative content in various industries. Skilled in leading marketing and creative teams, collaborating with agencies and freelancers, and optimizing strategies for measurable business impact.

PROFESSIONAL EXPERIENCE

CREATIVE CULINARY MANAGEMENT CO. – New York, NY

Associate Director, F&B Programming | The Seaport

May 2024 – Present

- Lead the experiential/event marketing strategy and production for The Seaport's F&B businesses (Tin Building by Jean-Georges, The Fulton by Jean-Georges, Helen Henderson's Malibu Farm, Pearl Alley), achieving a **10-15% monthly revenue increase YoY** by creating **seven F&B ticketed** and two **public event formats**, various tactical F&B and retail
- Leverage strategic partnerships (Beam Suntory, Select Aperitivo, Palm Bay, Jacques Torres, etc.) to activations/events to enhance brand exposure, drive customer engagement, and offset production cost.

Associate Director, Content & Production | Tin Building by Jean-Georges

September 2023 – May 2024

- Directed brand creative strategy and production for Tin Building's digital channels, increasing IG followers by **46.6%**, IG content interactions by **140%**, expanding the email audience by **127% YoY** while maintaining high average open rate of **33.42%** and CTR of **0.72%** (May 2024 - May 2023).
- Optimized budgets and resource allocation by managing internal and external creative resources, marketing agency, influencers, and PR agency ensuring alignment with brand standards and business goals.

Manager, Digital Content & Production | Tin Building by Jean-Georges

February 2022 – August 2023

- Spearheaded digital content strategy across earned & paid media, 3 websites, 2 social, 1 email, and 12 in-store channels.
- Led content for Tin Building's launch, resulting in **280MM** paid/earned media impressions, growing Instagram to **23K followers by October 2022**, and achieving engagement rates as high as **17% (reels)**.
- Managed 35+ internal marketing campaign shoots and 20+ PR shoots including NBC's Today Show, CBS Saturday Morning, NYT, Roku's Martha Cooks, HBO's And Just Like That, CNBC's Last Call and more.

PUBLISHERS CLEARING HOUSE – New York, NY

Video Producer/Editor

September 2017 – February 2021

- Produced and edited **500+ video assets per quarter** across digital ads, social media, TV commercials, and OTT platforms.
- Increased production efficiency by **350% YOY** by implementing workflow automation and motion graphic templates.
- Managed video production budgets and vendor relations, ensuring brand consistency across all content formats.

CREATIVE CIRCLE and others – New York, NY

Freelance Content Creator

June 2013 – February 2022

- Developed, produced, and edited video content for clients including the United Nations Foundation, Macy's, Universal Music Netherlands, and AFS Intercultural Programs
 - Managed production logistics, including budgeting, scheduling, and hiring freelance crew.
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EDUCATION

S.I. Newhouse School of Public Communications, Syracuse University – Syracuse, NY

Bachelor of Science in Television, Radio, and Film

2013-2017 | Magna Cum Laude; Dean's List

SKILLS & TOOLS

- **Content Capture and Post-Production Tools:** Adobe Creative Suite (Premiere Pro, After Effects, Illustrator, Photoshop, InDesign) **Filming** (Sony FS7, Canon C500/C300/5D/80D/R10); **Broadcasting:** Vizrt Tricaster TC1, Ross Graphite
- **Marketing & Project Management Tools:** Google Analytics, Sprout Social, Meta Business Suite, Monday.com, Shopify
- **Data & AI Tools:** Jasper AI, ChatGPT 4o, Midjourney, Adobe Firefly
- **Languages:** English, Bulgarian