



Alex Elder

Digital Marketing & Graphic Design

Wichita, KS | (316) 253-8235 | xxelder@gmail.com | linkedin.com/in/aed7

Core Skills

Digital Marketing:

- Campaign Development
- Meta, Display, PMAx & Programmatic Ads
- HubSpot CRM
- Email Marketing

Creative Direction:

- Brand Strategy
- Art Direction
- Copywriting
- Content Development
- Design Oversight
- Video Production
- (FAA Drone Certified)

Marketing Management:

- Team Leadership
- Project Coordination
- Cross-Department Collaboration
- Vendor Management
- Campaign Analytics

Design & Production:

- Adobe Creative Suite
- Print & Digital Asset Creation

References

Jake McCabe

Former VP Marketing
Genesis Health Clubs

Phone: (316) 858-3177

Brian Huber

Owner
MBJD Laser

Phone: (316) 644-0967

Summary

Creative Director, Graphic Designer and Marketing Strategist with 4+ years of experience leading digital marketing, e-commerce, and brand development for the largest privately owned gym in the United States. Proven success directing creative teams and managing projects that drive measurable online conversions.

Genesis Health Clubs – Wichita, KS

Creative Director | Oct 2021 – Present (Promoted from Graphic Designer to Creative Director)

Lead creative and digital strategy for 77+ club locations across 13 states, overseeing content, campaigns, and brand development.

- Managed digital ad efforts, including Meta, Display, Programmatic, and PMAx campaigns driving membership and online sales.
- Oversee email marketing, website updates, and landing page optimization to improve lead conversions and user experience.
- Coordinate with IT and dev teams on web content management, SEO updates, database optimization and more.
- Develop and enforce brand standards, ensuring design and messaging consistency across all platforms.
- Mentor and manage a creative team producing digital, print, and video assets.

Rhatigan Student Center – WSU

Graphic Design Intern | May 2020 – May 2021

- Designed marketing collateral and digital graphics for campus events and promotions.
- Supported student organization campaigns with flyers, posters, and social media content.

MBJD Laser – Wichita, KS

Design & Machine Operator | May 2019 – May 2020

- Created engraved designs and print materials for custom client projects.
- Operated Epilog laser and LXI design software for precision production.

Equity Bank – Wichita, KS

Graphic Design & Marketing Intern | Jan 2019 – Jan 2020

- Assisted with digital and print design projects for marketing campaigns.
- Helped produce collateral including web banners, brochures, and signage.

Education

- Wichita State University – B.A. Graphic Design, 2021
- Cloud County Community College – A.A. Applied Arts, 2018

Link to Portfolio: www.alexeldercreative.com

