

Alexandria Devon Zech

Marketing Leader | Content Creator | Producer & Editor | Organizational Leadership

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PROFILE

Marketing Director and Integrated Marketing Leader with 20 years of experience driving strategic marketing programs across cybersecurity, technology, and media. Expert in aligning messaging, campaigns, and cross-functional teams to support business goals & growth, sales enablement, and market differentiation. Trusted leader with a hands-on approach, strong operational discipline and a proven ability to execute complex initiatives from concept through delivery. Certified Organizational Leadership Facilitator.

SKILLS

Integrated Marketing Strategist and Communications Specialist
Producer and Project Management (including script and content writing)
Video editing and Motion Graphics
Original content creator for multi-lateral industries
Website design and design graphics support (newsletters, flyers, etc.)
Team management, company culture and hiring
Certified Leadership Facilitator and Executive Team-Building Trainer

PROFICIENCY

Mac Platform- **Marketing & Content Platforms:** Adobe Creative Cloud (Premiere, Photoshop, Illustrator, After Effects, Media Encoder) QuickTime, Camtasia and other video capture applications
Marketing Operations: Microsoft 365, Google Workspace, iWork, Slack
Campaign & Project Management: Asana, Basecamp, Pivotal Tracker
File Management: Dropbox, Google Drive and other file sharing & storage solutions
Security & Asset Management: 1Password, Last Pass
Digital & Video Distribution: YouTube, Vimeo, IG, LinkedIn, and other VOD platforms
Virtual Events & Collaboration: Zoom, Google Meet, Teams

EXPERIENCE

2021–Present

Marketing Director (formerly Digital Media Director)

Celerium — Torrance, CA (Remote)

- Lead marketing across content, campaigns, events, and digital channels for a cybersecurity company serving healthcare, MSPs, and government organizations
- Plan and produce (write and edit) webinars, virtual events, conference presentations, video and supporting content
- Translate complex cybersecurity concepts into clear, differentiated messaging for sales enablement, executive thought leadership, and customer-facing campaigns (Web, VOD, Socials)
- Serve as cross-functional marketing lead partnering with Product, Sales, Customer Success, and executive stakeholders
- Oversee all campaign planning, asset development, timelines, and execution across digital, video, live events, and field marketing
- Manage internal team members, external vendors, partners, and creative resources while maintaining operational success and delivery accountability

2020–2022

Freelance Marketing & Content Consultant

Drift — Boston, MA (Remote)

- Supported content-led marketing initiatives including newsletters, events, and digital campaigns
- Collaborated with internal teams to execute brand and demand-focused programs
- Delivered high-quality marketing assets across digital channels in fast-paced SaaS environment
- Edited and produced video content for all initiatives

2016–2021

Senior Director, Production Operations & Content Strategy

Nuevo Global Productions — Torrance, CA (Hybrid)

- Led content operations supporting cybersecurity and cyber defense organizations
- Oversaw development of educational programs, webinars, and promotional campaigns aligned to marketing and GTM objectives
- Managed cross-functional production teams and workflows supporting enterprise marketing initiatives
- Partnered with clients to translate technical subject matter into audience-ready messaging and content

2016–2019

Director of Postproduction & Content Operations

Security Token Academy — El Segundo, CA

- Directed content strategy and execution for financial and blockchain education programs
- Supported international and national marketing initiatives including webinars, live broadcasts, and event-based campaigns
- Ensured messaging consistency, quality, and delivery across distributed marketing channels

2012–2016

Senior Content & Marketing Producer

NextGenCrowdfunding — El Segundo, CA

- Produced and managed digital marketing content supporting online education, thought leadership, and brand visibility
- Collaborated with internal teams to support marketing campaigns through webinars, video, and news content

EARLY CAREER HIGHLIGHTS

Senior Editor / Producer - Red Bull North America

Senior Editor - Sauce Creative Group (Nike, Red Bull, Hurley)

Senior Editor & Producer - Friday's Films (Google, Samsung, Oracle)

Senior Editor & Project Manager - Ipsos & QualTV

Director of Media Services - CitizenGlobal

Editor & Production Manager - Northrop Grumman Media Center

Production Manager - DUCK Studios, WildBrain Inc

Associate Producer - Radium Inc.

Production Coordinator and Director's Assistant - Pixar Animation Studio

EDUCATION

University of Colorado, Boulder, Colorado
Fine Arts and Film Studies (Certificated)

REFERENCES

Adam Donshik- Creative Director	310-365-7261
Steven Starr- Producer, Writer & CEO @ Starr Productions	310-770-8282
Pat Solomon- Director @ Pat and Pat Inc.	310-995-0938
Monika Zands- Business & Life Coach @ Next Level Coaching	310-714-9865

For more information and video samples, please visit <http://www.alexandriazech.com>
Salary History and Requirements available upon request.