

# Alex Stinchcomb

## Events | Marketing & Design | Content Creation

☎ 318-230-0513 @ alex.e.stinchcomb@gmail.com 🔗 linkedin.com/in/alex-stinchcomb/ 📍 Georgia, USA

### SUMMARY

---

Events and marketing professional with over 10 years of experience in event management, project execution, and content creation with high attention to detail. Skilled in developing strategic branding initiatives and promotional materials, with a proven track record of producing high-impact experiential activations — including 83 live music activations and 150 property-driven events in 2025. Experienced in collaborating with creative teams to deliver compelling content and support brand storytelling. Now seeking the Brand and Content Marketing Analyst II role at Cox Automotive to apply my strengths in content strategy, cross-functional collaboration, and project leadership to help drive thoughtful, high-quality brand-level content.

### EXPERIENCE

---

#### Contract Project Manager

##### Visual Soldiers

📅 09/2025 - 11/2025 📍 Atlanta, GA

Visual Soldiers is an Atlanta-based creative studio specializing in branding, design & digital experiences.

- Supported the Senior Project Manager in overseeing client accounts and executing branding and design initiatives from concept to delivery.
- Acted as a key client contact, managing day-to-day communication and ensuring alignment between client objectives and creative output.
- Collaborated with design, strategy, and development teams to translate client feedback into actionable next steps and maintain project momentum.
- Managed project scopes, budgets, and timelines, preparing documentation and status reports to keep clients and leadership informed.
- Facilitated internal workflows and review cycles to ensure deliverables met brand standards and client expectations while identifying opportunities to strengthen relationships and improve processes.

---

#### Events Manager

##### Selig Enterprises

📅 01/2024 - 06/2025 📍 Atlanta, GA

Events Manager at The Works ATL, a mixed-use development of Selig Enterprises

- Responsible for planning, coordinating, and executing events from start to finish; including 83 live music activations and 150 property-driven events that brought over 2,000 guests to the property in 2025.
- Coordinated on-site logistics, including setup, transport, and breakdown of event equipment.
- Identified and resolved on-site challenges while making informed, real-time decisions.
- Defined event objectives, target audience, and goals in alignment with company needs; developed and executed detailed event plans, budgets, and timelines.
- Collaborated with marketing to develop and execute promotional strategies for property-wide and tenant events; led the production of signage, digital content, and on-site materials.
- Ensured timely and accurate updates to the events webpage to reflect upcoming programming.
- Hired, trained, and supervised event staff and volunteers; delegated responsibilities and ensured alignment with event timelines.
- Performed postmortem evaluations to assess event success and areas for improvement.
- Directed the execution of programming initiatives to ensure consistent, high-quality event delivery and audience experience.
- Served as the primary day-to-day contact for programming, events, and special initiatives; communicated with tenants, partners, and vendors to support seamless coordination.
- Secured and managed event spaces and coordinated with vendors involved in all events.
- Tracked expenses and negotiated contracts with vendors and suppliers.
- Performed administrative tasks such as calendar management, data entry, invoice processing, and digital archiving.

## EXPERIENCE

---

### Events & Programming Coordinator

#### Selig Enterprises

📅 10/2021 - 01/2024 📍 Atlanta, GA

Events & Programming Coordinator at The Works ATL, a mixed-use development of Selig Enterprises

- Led execution of programming initiatives to ensure consistent, high-quality event delivery and audience experience
- Served as the primary day-to-day contact for programming, events, and special initiatives in collaboration with the Creative Director; liaised with tenants, partners, and vendors to support seamless coordination
- Coordinated on-site logistics, including setup, transport, and breakdown of event equipment
- Acted as a front-facing representative for the organization, engaging with audiences, tenants, and the public to foster a welcoming environment
- Implemented updates to event pages on the website and maintained accurate scheduling documents for both internal teams and external stakeholders
- Assisted event evaluation efforts through the compilation of pre- and post-event surveys and the development of daily and weekly debrief reports
- Performed administrative tasks such as calendar management, data entry, invoice processing, and digital archiving
- Assisted in the creation and production of program-related marketing and collateral materials

---

### Assistant Property Manager

#### Oak Crossing

📅 04/2021 - 09/2021 📍 Lake Charles, LA

A versatile indoor-outdoor venue featuring a handcrafted gazebo, Treehouse reception hall, bridal suite, and catering staging area—all set among majestic oak trees, perfect for weddings and special events.

- Developed engaging social media content to promote the venue and drive client interest
- Designed visual assets for digital and print marketing, including social media posts, billboards, and magazine advertisements
- Conducted client consultations and venue tours for weddings, baby showers, and private events, guiding prospects through the booking process
- Prepared, organized, and oversaw execution of client contracts to ensure accuracy and timely completion
- Provided administrative support during staff meetings, including detailed note-taking and distribution of meeting summaries

---

### Marketing & Development Manager

#### Big Brothers Big Sisters of Southwest Louisiana - Youth Mentoring

📅 03/2018 - 04/2021 📍 Lake Charles, LA

A non-profit organization that provides one-to-one and group mentoring programs for children in Southwest Louisiana

- Organized and managed major fundraising events, annual giving program, donor relationships, and major gifts, and corporate/foundation giving
- External marketing and public relations for programming, volunteer and youth recruitment, special events, and individual donors
- Development of agency collateral materials, including direct mail campaigns, quarterly newsletters, presentations, social media graphics, posters, flyers, banners, and press releases
- Implemented internal and external re-branding of the National Big Brothers Big Sisters of America brand reveal in the Fall of 2018
- Implemented agency's web-based strategies, including website, e-news communication, and social media channels
- Oversaw stewardship program for all donors, as well as inventory of major donors
- Conducted public presentations and in-person press, radio, and news interviews
- Produced and executed recruitment campaigns for volunteers and monthly social events for mentoring matches

---

### Corporate Sales Manager

#### Visit Lake Charles

📅 10/2017 - 02/2018 📍 Lake Charles, LA

Serve locals and visitors as a resource center for the region

- Focus on the Houston, TX area to promote Lake Charles, Louisiana as a travel destination for corporate meetings, weddings, events, and more

## EXPERIENCE

---

Community Development Coordinator

### Bossier Arts Council

📅 02/2016 - 09/2017 📍 Bossier City, LA

A non-profit organization dedicated to supporting and promoting the arts in Bossier Parish, Louisiana

- Supported marketing and promotional efforts, including graphic design, press releases, social media content, email campaigns, and website updates to support gallery shows and artist spaces
- Delivered public presentations and conducted press and media interviews to promote the Arts Council and its initiatives to the community
- Directed and organized all gallery spaces: East Bank Gallery, Emerging Artist Gallery, and 1800 Prime Gallery
- Reviewed artist submissions for gallery exhibitions and coordinated installation and breakdown logistics
- Scheduled and organized gallery receptions in collaboration with exhibiting artists and staff
- Assisted with outreach programs, major signature fundraising events, and special events
- Coordinated the Decentralized Arts Fund (DAF) including contracts, state reports, organizing panels, holding training sessions, site visits of DAF recipients, and marketing of program

## EDUCATION

---

Bachelor of Fine Arts in Digital Arts (Concentration in Graphic Design)

### Louisiana State University of Shreveport

📍 Shreveport, LA

## SKILLS

---

**Core Qualifications:** Event Planning Event Management Graphic Design Communications

Social Media Critical Thinking Project Management Vendor & Venue Coordination

Microsoft Office Digital Marketing

**Adobe Creative Suite:** Adobe Photoshop Adobe Illustrator Adobe Lightroom

**Project Management Software:** ClickUp Atlassian Trello Airtable Teamup Calendar

**Communications:** Facebook TikTok Instagram X

**Microsoft 365:** Excel Word PowerPoint Outlook OneDrive Teams

**Other:** Canva Brandfolder Eventbrite Procreate

**Soft Skills:** Networking Customer Service Public Speaking Cross-Functional Collaboration

Customer Engagement Relationship Building Creative Problem Solving Strategic Planning

Detail-Oriented Organizational Skills

## CERTIFICATIONS

---

### Digital Marketing

HubSpot Academy - January 2026

### Percepta Leadership Program

Pathbuilders; Atlanta, GA - 2025

## CERTIFICATIONS

---

### **Chamber SWLA Leadership Program**

Southwest Louisiana Economic Development Alliance; Lake Charles, LA - 2020

## ORGANIZATIONS

---

### **National Association of Fundraising Professionals (AFP): Member**

📅 2018 - 2021

The Association of Fundraising Professionals is a member-based group that empowers individuals and organizations to practice ethical fundraising.

### **Fusion Five - Young Professional Organization: Member**

📅 2018 - 2020

Fusion Five is a young professionals organization in SWLA focused on professional development, leadership growth, & civic engagement.

### **Lake Charles Happy Hour Rotary Club: Member**

📅 2018 - 2020

A Rotary Club for young professionals & business people with shared interest in community service.

### **YPI - Young Professional Initiative of NWLA: Member and Social Co-Chair**

📅 2016 - 2017

The Young Professionals Initiative of Northwest Louisiana (YPI) strives to provide networking, educational & promotional experiences for young professionals