

ALEX MORRIS

Brand & Campaign Strategy Leader

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Strategy leader with 15 years across in-house, startup, and agency marketing. Built the strategy function at Day One Agency as its first employee, returned a decade later as VP of Strategy. Led the work that converted Virtue's first TV project into its first AOR. Founding-team marketer at YouEye, where the research capability I built was named as a rationale in the UserZoom acquisition. Most recently embedded with Hinge on multi-million-dollar brand and channel strategy. Writes STRAT_SCRAPS, a strategy newsletter with a 10,000+ audience.

EXPERIENCE

Principal, Brand & Campaign Strategy · STRATSCRAPS (independent practice) 2022 – Present

Direct clients: Hinge (Match Group), Upwork, eharmony. Agency clients: Day One, Virtue, Motion Sickness, DEPT/Basic, Stink.

- Hinge: embedded 8 months on the marketing team. Owned the creative brief and strategic platform for the FY27 brand campaign, channel strategy for the No Ordinary Love campaign, and channel strategy for the launch of an annual human-connection event. Multi-million-dollar aggregate scope. Presented directly to the CMO.
- Upwork: GTM and communications planning with the in-house creative team.
- eharmony: built the communications plan for a national brand campaign.
- Day One: designed Strategy School, a training module for the strategy department and a companion program teaching the wider agency how to brief and work with strategy.
- Virtue: returned as a freelance lead on Poppi and Vanguard.
- Grew STRAT_SCRAPS to a 10,000+ audience, up ~19% in the last 12 months with no paid acquisition. Self-published The Strategy Scrapbook.

VP, Strategy · Day One Agency (200+ people, NY/LA/Portland/Chicago) 2024 – 2025

Engaged as freelance cover, retained to bring above-the-line and AOR capability the agency lacked, then converted to full-time VP.

- Led strategy and client relationship for Pacifico (Constellation Brands): creative briefing across TVC, on-premise, social, and OLV for a growth brand expanding into new markets.
- L.L.Bean: owned positioning, launch brief, channel sequencing, and messaging hierarchy for the brand campaign and new-product GTM (Wellie, Wicked Good, Next Venture).
- Additional accounts: Maruchan social strategy, e.l.f. Cosmetics, Nike Kids.
- Directed one senior strategist on Pacifico and mentored the junior strategy bench across two VPs' teams.

Strategy Director · Sid Lee, Seattle 2021 – 2022

- Led strategy on Dos Equis (Heineken USA), managing two strategists.
- Redesigned the agency's strategy process: brief intake, strategy timelines, and the strategy-creative working model.

Strategy Director · AnalogFolk 2020 – 2021

- Owned global digital advertising strategy for Smirnoff (Diageo), UK-led. Oversaw UK variant launches, managing the creative team on launch assets. Led strategy for the global website redesign.
- Launch strategy and campaign for HBO's Flatbush Misdeemeanors. Strategy for Dole and Bayer. Managed one strategist, working directly with the MD, Head of Strategy, and CCO.

Strategy Director · Virtue, the creative agency by Vice (incl. Carrot Creative) 2016 – 2020

Strategist → Senior Strategist → Associate Strategy Director → Strategy Director. Employee of the Year, 2019.

- Bushmills (Proximo): co-led the winning pitch, then persuaded the client to drop a problematic inherited tagline, with the CEO's backing to walk from the business if needed. Result: the brand manager expanded a single-TVC project into Virtue's first AOR. Led the brand campaign and overhauled the portfolio architecture, with 360 work spanning TV, music platforms, on-premise, and activations.
- Indeed: led a strategy-driven pitch that won the business and prompted the client to invite Virtue into a second, late-stage RFP, which we also won.
- Managed a team of up to 4 strategists plus the intern program. Contributed to 5+ new business wins in two years.
- Additional brands: Cazadores, Asics, Suave, Park MGM, OnePlus, All Nippon Airways.

Lead Strategist (first employee) · Day One Agency, New York 2014 – 2016

- Built the strategy discipline from zero inside a PR-founded agency that grew from 1 to 30+ people during tenure.

- Owned client relationships for Google and YouTube with no account-management layer. Also led strategy for Under Armour, Starwood Hotels, and American Express.
- Recruited and hired the agency's first Creative Director. Managed one strategist.

Director of Research & Accounts (founding team) · YouEye, San Francisco 2012 – 2014

UX research startup (~10 people). Acquired by UserZoom, March 2016.

- Built the qualitative research capability and client deliverable format that UserZoom's acquisition announcement cited as a core rationale for the deal.
- Deliverable format credited with ~\$2M in subsequent revenue growth; 16 enterprise clients signed in a 12-month period, including Walmart, Unilever, T-Mobile, Target, and SapientNitro.
- Identified agencies as an untapped customer segment and opened it as a new revenue line. Led content and digital marketing; pitched investors alongside the CEO and CTO.

EDUCATION

Seattle University, B.A. Sociology, minor in Entrepreneurship, 2012

SKILLS

Brand positioning · Campaign & creative strategy · GTM and launch planning · Channel & communications planning · Portfolio architecture · Creative briefing · Qualitative research · Team building & mentorship · Client and C-suite presentation