

ALEX MIZRAHI

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Experiential producer and communications strategist with agency copywriting background, experience producing interactive activations, and a penchant for turning original ideas into real things.

ACTIVATIONS & EVENTS

The S'mores Lab | Founder & Producer 2024–Present

Interactive food and art experience for corporate events, private celebrations, and cultural activations

- Conceived and launched an original interactive food and art experience that consistently generates immediate enthusiasm from first-time participants
- Manage full production cycle: client briefs, menu development, ingredient sourcing, graphic design, staffing, on-site execution, and post-event outreach
- Serve an average of 200 guests per activation, with the largest exceeding 500 participants

Interactive Activations | Producer 2023–Present

Original participatory experiences that invite active participation rather than passive attendance

- Conceived and produced original participatory experiences for events with up to 600 attendees
- Projects span corporate events, festivals, and private celebrations including weddings and parties
- Some past projects: Lollakazooza, The (De)congestion Relief Zone, Bunnyhana, The Pickle Ball

COMMUNICATIONS & COPYWRITING

Open Society Foundations | Senior Communications Specialist 2020–2024

Hybrid role spanning communications operations, media intelligence, and internal communications

- Produced 500+ media intelligence reports for executives, analyzing global coverage and trends
- Edited blog posts (10–20 monthly), press releases (2–4 monthly), and other content for Open Society websites, intranet, and newswires
- Built and maintained 1,000+ intranet pages and supported UX, QA, and platform migration
- Managed organization-wide events calendar of conferences, speaking engagements, international elections, and sponsored events
- Developed social media toolkits and strategy memos for grantees and partner organizations
- Managed social media for the Sex Workers' Pop-Up art exhibit, generating 3,000 Instagram followers, 17,400 story views, and contributing to a three-day attendance of 2,500 visitors

The Assemblage | Director of Communications 2017–2019

Coworking space, venue, and community hub for mission-driven entrepreneurs and creatives

- Oversaw marketing for 500+ events (panels, workshops, concerts, retreats), generating 35,000 RSVPs, 10,000 ticket sales, and \$250,000 revenue from 15,000+ unique attendees
- Project-managed transition to new event management platform (Splash), streamlining workflow and eliminating 100+ monthly labor hours
- Managed member communications across all channels: website, mobile app, SMS, social media, and physical spaces
- Built social media presence from 0 to 40,000 Instagram followers, 21,000 Facebook likes, and 2,500 YouTube subscribers (with 187,000 total views)
- Grew email list from 0 to 44,000 subscribers through 200+ newsletters, invitations and campaigns
- Developed media strategy, handled press outreach, and managed PR agency relationships

SapientRazorfish | Digital Copywriter 2016–2017

Clients: Mercedes-Benz, smartUSA

ROAR Groupe | Digital Copywriter 2014–2016
Clients: JPMorgan Chase & Co., including Chase Freedom, Sapphire, and Ink credit cards, Ultimate Rewards program, and Retail Banking

Blue State Digital | Social Media Associate 2013–2014
Developed social content and strategy for purpose-driven clients including Be The Match, US Olympic Committee, and Coalition to Protect America’s Health Care

adMarketplace | Communications Manager 2011–2012
Show Media | New Media Coordinator 2010–2011
Creative Artists Agency | Executive Assistant, Motion Picture Talent 2007–2010

FREELANCE & SIDE PROJECTS

The Playa Provides | Founder & Developer Feb 2026–Present
Peer-to-peer lending platform for the Burning Man community, or anyone who’d rather borrow than buy

- Independently conceived and building a full-stack website from concept to live product using AI-assisted development tools
- Managing all aspects of the product as sole founder: architecture, UX, branding, copy, marketing strategy, and user research and iteration

NYC Board of Elections | Poll Worker 2020–Present
Helping New Yorkers exercise their right to vote by providing ballot instructions and assistance

Lightning Society | Events Coordinator Oct–Dec 2025
Managed on-site event operations for the new Soho venue, including vendor coordination, guest experience, and real-time issue resolution

@HuffPoSpoilers | Creator 2012–2023

- Popular Twitter account featured in the *New York Times*, Adweek, Slate, ABC News, many others
- Named to Politico’s “50 Politicos to Watch” in 2013; SXSW 2017 panelist

Freelance Communications Consultant 2019–2020

- Client: Temple Emanu-El Streicker Center: Revitalized social channels for shift to online-only events, tripling registrations and attendance
- Client: Horizons: Perspectives on Psychedelics: Pitched journalists, wrote press releases, tracked coverage, and advised on 2019 conference and digital membership launch

EDUCATION & CERTIFICATIONS

- B.A. Journalism, George Washington University (2004)
- Google Digital Marketing & E-Commerce Certificate (2024)

TECHNICAL SKILLS

Claude Code, Notion, WordPress, Squarespace, HubSpot, Interact, Airtable, Asana, Mailchimp, Splash, Eventbrite, Kaltura, NetSuite, Muck Rack, Meltwater, Cision, Canva, Google Workspace, Microsoft 365