CONTENT LEADER · CREATIVE DIRECTOR · BRAND STRATEGIST

ALISHA MENDEZ

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SUMMARY

Creative and content leader with 13+ years in education media. I set content strategy, direct creative across video, podcast, print, social and live events, and own brand standards for ASU Enterprise Technology. I have launched and grown content series, built the systems my team uses to plan and report its work, and coached teammates into leading their own projects.

LEADERSHIP & EXPERTISE

- Content strategy and editorial planning
- Creative direction and brand ownership
- Coaching and developing creative talent
- Audience growth and performance analytics
- Cross-functional and stakeholder leadership
- Production planning, budgets, vendors and schedules
- Multi-platform storytelling, including vertical video
- Bringing AI tools into creative teams

EDUCATION

The Art Institute of Phoenix
Bachelor of Arts, Media Arts and Animation, 2012

EXPERIENCE

ARIZONA STATE UNIVERSITY

DEC 2021 - PRESENT

Sr. Communications Specialist, Enterprise Technology

Lead creative direction, brand and content strategy for the department's video, podcast, print, social and event work, and direct the work of its photographers and graphic designers.

- Art direct the visual identity for Agentic AI and the Student Experience, a multi-university international event, owning the concept through execution: the wordmark, stage design and mainstage signage, video and promotional graphics, and a Claude app that lets speakers and attendees make their own on-brand graphics. Now evolving the identity into year two.
- Own concept development and production management for *The AI Journey* magazine (volumes 1-4), plus the COO booklet, By the Numbers and Year in Review, from creative direction and schedules to brand review and vendor-ready print specs.
- Set the creative vision for an 8-page *AI Journey* feature on 11 Sun Devils from 9 teams, directing **10 photoshoots** and partnering with the writing team from proof of concept through final layout.
- Co-built the *Voices of Innovation* podcast from the ground up to **15,000+ YouTube views** and 475 Spotify streams, leading brand identity, post-production for 23 episodes, 30+ Shorts, the landing page and distribution.
- Developed a teammate into a creative lead on *Women in Tech* (4 deliverables) by handing over the creative lead and coaching at key decision points. The project shipped under their direction.
- Direct *Carpool Convos*, a video series running since 2023, owning the story from concept to final cut across **24 episodes and 4 seasons**.
- Gave leadership clear data on the team's creative output by building an Airtable tracking system, logging **27 video projects and 64 photoshoots** from January to May 2026 for capacity planning.
- Write feature articles for the department newsroom, covering events, conducting interviews and researching each story.
- Partner with the executive team on presentations that turn data and complex concepts into clear graphics and video.
- Shifted the department's YouTube channel to a weekly Shorts strategy, adding 33K+ views and 100+ subscribers from August 2025 to June 2026.
- Created an AI video editing workflow in Claude for high-impact projects across ASU, bringing AI tools into the team's creative process.

FREELANCE CREATIVE DIRECTOR & PRODUCER

2020 - PRESENT

Clients include the National Academy of Sports Medicine, Dignity Health Global Education and Dad's Ribs & Mom's Tacos

- Lead design direction and visual strategy for NASM's online course materials, partnering with subject matter experts to turn complex topics into clear infographics, animations and video across several launches at once.
- Produced marketing videos and online courses for Dignity Health Global Education, and repurposed long-form content into short clips for LinkedIn, email and social.
- Created the full brand identity for Dad's Ribs & Mom's Tacos, including the logo, color system and menu boards.
- Built the restaurant a self-service social post kit and a 20-minute weekly marketing plan, so the owners can market on brand without a designer.

ARIZONA STATE UNIVERSITY

FEB 2017 - DEC 2021

Multimedia Developer, EdPlus (ASU Online)

- Supervised student graphic designers, assigning and reviewing their work within larger department projects.
- Set creative direction for ASU Online marketing stories across video, graphics and motion graphics, building a cohesive brand that reflected ASU Online's mission.
- Wrote scripts for instructional and promotional videos with subject matter experts and the marketing team, and shaped the writing strategy for the department's annual report.
- Helped plan and oversee the budget for media equipment upgrades and a studio renovation.
- Produced instructional video in the studio with instructors and subject matter experts, plus digital toolkits for online learning and professional development.

WESTERN INTERNATIONAL UNIVERSITY

MAR 2013 - FEB 2017

Multimedia Specialist

- Coordinated, scheduled and directed video and audio productions in the university's studio, working with instructors and subject matter experts.
- Designed interactive graphics and motion elements in Premiere Pro, After Effects, Photoshop and Illustrator for university initiatives and executive-level projects.
- Built strong relationships with internal and external stakeholders to meet team goals.
- Managed and archived the department's media library in a content management system.

TOOLS

Adobe Creative Cloud (Premiere Pro, After Effects, Firefly), Canva, Google Workspace, Airtable, Claude, ChatGPT, Veo 3