

Alex Priest

OPERATIONS LEADER

Contact

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Skills

- Change Management
- Corporate Culture
- Internal Comms
- Management and Leadership
- Recruiting
- Adobe Illustrator, Lightroom, and Photoshop
- CMS e.g. Ghost and Wordpress
- HTML / CSS
- Social Media
- Writing

Profile

Hi, I'm Alex. I'm an operations and marketing leader with 10 years of experience building, advising, and investing in some of the most innovative and disruptive brands in the world.

In my career, I've been fortunate to experience firsthand what it's like to grow a company from an idea to a verb. I've developed teams across operations, communications, policy, brand, and marketing to drive massive growth and impact. I've learned from extraordinary leaders of all industries and backgrounds. And I've found breakthrough, scalable solutions to tackle thousands of unique challenges along the way.

Experience

Investor & Advisor

Zebra, SOMEWHERE® | 2018–Present

I leverage my experience and network to help early-stage teams innovate and grow, including SOMEWHERE®, a groundbreaking fashion hub and community cafe, and Zebra, an urban mobility startup offering electric scooters on a monthly subscription basis.

Head of Brand, Policy, and Communications

Nurx | 2018

As the first marketing and communications executive, I was tasked with building strategies for three core pillars of growth: brand, policy, and communications.

- Managed and directed external brand consultancy (Koto design studio) to develop first strategy for corporate brand identity and full brand redesign.
- Ran point and partnered with external policy/communications consultants (Tusk Strategies) to represent Nurx in expansion and policy discussions with state governments.
- Led public relations, including external agency partners, through Series B funding, multi-state expansion, and PReP product launch; also developed first internal communications strategy for company culture.

Chief of Staff, Marketing

Uber | 2011–2018

As one of the first 40 employees, I helped Uber grow from five cities to thousands. Over six years, I served in five different roles and worked directly with the C-suite nearly every day.

- As *Chief of Staff*, managed strategy, planning, operations, recruiting, internal communications, organizational development, change management, and crisis response for Uber's 200+ employee global marketing team (2016–2018).
- As *Marketing Specialist* and *Digital Operations Lead*, recruited and managed 15-person team to execute first global social media, content marketing, and CRM strategy (2013–2016).
- As *Community Manager* and *Senior Community Manager*, launched Washington, DC and managed all marketing, support, grassroots policy, and events (2011–2013).

Volunteering

Marfa Independent School District (ISD)

Marfa, TX | 2020–Present

I worked with staff and volunteers to build and manage two websites for Marfa ISD during the COVID-19 crisis: Camp Summer Shake Up (summershakeup.org), an online home base for summer programs forced online due to COVID, and Tech the Halls (techthehallsmarfa.com), a donation page for the schools' annual winter technology fundraiser.

Education

American University

Washington, DC | 2007–2011

BSBA Marketing / BA Public Communications, Minor in Statistics

- 3.95 GPA, Recipient of President's Award (2011) and Presidential Scholarship (2007–2011).

On Deck Fellowship

Global | 2020

Accepted and participated in the fourth cohort of the On Deck Fellowship: a 10-week virtual program for ideating and creating with startup founders across the globe.