

Alexandra Colisto

Social-First Art Director & Video Producer

New York, NY | 914-406-5057 | ancolisto@gmail.com | alexandracolisto.com & [Gondola.cc](https://www.gondola.cc) social profile



Creative and collaborative social-first content creator with 7+ years of experience concepting, art directing, and producing engaging, quick-turn digital content across TikTok, Instagram, YouTube, & more. Skilled in end-to-end production using mobile video tools and in-studio setups, directing talent and delivering trend-driven campaigns. Adept at translating complex brand messages into entertaining and culturally relevant social narratives. Known for thriving in fast-paced, cross-functional environments and bringing a proactive, strategic mindset to every brief.

Work Experience

Walmart

Sept. '25 - Present, Hoboken, NJ

Art Director (Contract)

- Concepted and directed mixed-media social content at the speed of social, supporting the high-velocity social arm of the business
- Led creative development and art direction for short-form video and photo shoots tailored to TikTok, Instagram, and Pinterest
- Partnered with cross-category and brand teams to deliver scalable creative solutions supporting multiple business verticals simultaneously
- Oversaw production from concept through execution, ensuring platform-native storytelling aligned with audience behaviors and cultural trends / moments

Peloton Interactive

Sept. '23 - Apr. '25, New York, NY

Content Creator & Editor

- Developed and executed social-first video and graphic content to drive brand visibility and engagement across platforms
- Produced video using mobile and studio equipment, incorporating green screen shoots and platform-native techniques to reflect current UGC and trend aesthetics
- Partnered with brand strategists, production, and talent to create authentic, culturally relevant content that combines compelling storytelling with strong performance, ensuring alignment across teams and audience impact
- Produced engaging short-form social content that effectively communicated brand goals through entertaining, on-brand stories tailored to platform trends and audience preferences

Walmart

July '20 - Aug. '23, Hoboken, NJ (Remote)

Art Director

- Concepted and directed short-form video content, YouTube series, and campaign assets for major brand initiatives
- Led creative strategy for trend-based content, producing employee and creator-led stories that responded to platform trends in real time
- Oversaw production and art direction for video and photo shoots tailored to TikTok, Instagram, and YouTube
- Championed a platform-native approach with UGC-inspired visuals, ensuring strategic alignment with evolving audience behaviors
- Used trend forecasting and social listening insights to fuel fast-turn content that tapped into cultural moments and drove engagement.

Senior Social Media Designer

- Created daily content for Instagram, Facebook, Twitter, YouTube, Pinterest, and TikTok
- Supported Walmart+ creative efforts with platform-specific visuals and strong brand voice integration across campaigns
- Partnered with cross-functional teams to maintain consistency and effectiveness across verticals and seasonal content

HangarFour (DKC)

Jan. '19 - Mar. '20, New York, NY

Lead Digital Designer

- Produced organic and paid social content for 15+ clients across various industries
- Developed digital creative, branding assets, and pitch materials in partnership with strategists and account leads
- Managed high-volume content production under tight timelines while upholding creative integrity

DLC Mgmt Corp.

July '16 - Dec. '18, Elmsford, NY

Digital Designer

- Directed digital brand strategy and visual identity development
- Designed content for web, email, and social media campaigns across all digital channels
- Refreshed brand visuals and developed graphics for trade shows, social campaigns, and internal communications

Education

Quinnipiac University 2016, Hamden CT
B.A. Interactive Digital Design

Skills

Video Editing Mobile Video Production, Social-First Art Direction, Content Strategy, Creative Production, Trend Research, Premiere Pro, Photoshop, Illustrator, Figma, Sketch, CapCut, Instagram, TikTok, YouTube, Facebook, Twitter, Pinterest