

Ali Wells

Creative Director & Brand Steward

MOST RECENT POSITIONS AND EXPERIENCE

2024 - **Creative Director — SS&C Technologies** **New York, NY** Current

Currently, I'm the Creative Director for SS&C's corporate brand. I manage a global team of designers, copywriters, videographers, along with two design agencies, overseeing the consistent application of our brand. All corporate marketing assets flow through my team, including sales materials, event assets, video, social media and advertising. I work closely with the Head of Brand to interpret brand sentiment studies, incorporate industry best practices and craft effective brand messaging.

2022 - **Head of Brand and UX — Qwoted** **New York, NY** 2024

Responsible for brand and user experience for a tech platform that connects journalists and content-creators with subject matter experts for their stories. I oversaw all brand touchpoints including advertising, direct marketing, social media and product UI/UX, as well as new feature requests within the platform.

2022 **VP, Creative — Mojito** **New York, NY**

I managed brand and creative for Mojito — a web3 mint and marketplace infrastructure that provides large brands with engagement NFTs through a turnkey platform. I was responsible for brand positioning and product marketing strategy, along with NFT campaign creation, website design and brand design.

2020 - **Head of Brand and Marketing — DriveWealth** **Jersey City, NJ** 2022

At Drivewealth, I was on the executive team and worked closely with the CEO, President, and board members to position the firm before and after Series D fundraising, becoming a \$3.4 billion fintech unicorn overnight. I managed brand, PR, social and marketing for DriveWealth, a B2B brokerage infrastructure. Initiatives included a complete rebrand, along with content strategy, design, advertising, events and sales enablement collateral.

2015- **Chief Creative Officer — Vested** **New York, NY** 2020

Oversaw a team of designers, copywriters, marketing experts and PR professionals to develop strategy and campaigns, increasing the profile and revenue for financial firms. Provided creative direction to designers on branding projects, digital marketing campaigns, printed collateral and website builds. Oversaw the design and production of marketing collateral, produced film and photo shoots, animated content, and managed events. Received gold awards for outstanding campaigns (FCS Awards, PR Weekly).

Clients: Amex, Avanade, Better.com, Bloomberg, BNY Mellon, Broadridge, Citadel, Citi, Crux Informatics, DTCC, Grayscale, Investments, Mediant, Morgan Stanley, Morningstar, Rockefeller


2009- **Creative Director — Cognito Americas** **New York, NY** 2015

Managed a team of designers and content marketers to create campaigns for ITG, IPC and Oracle. Designed and managed branding, events, interactive and direct marketing projects. Filmed and edited executive media training, including all of Bloomberg Industries' analysts. Organized events for Oracle in San Francisco, Toronto and London.

Clients: AMEX, Bank of Belize, Bloomberg, DTCC, E*Trade, Hyosung, IPC, ITG, Omgeo, Oracle, NRI, Situs, Simcorp, TABB, Tradeweb

CONTACT INFORMATION

 aliwellsgavin@gmail.com

 917.940.9083

 New York / New Jersey

 LinkedIn: Ali Wells

EDUCATION

Bachelor's Degree - Graphic Design
NSCAD University, Halifax, NS

Bachelor's Degree - Graphic Design
The Cooper Union, New York, NY

PROFESSIONAL SKILLS

- Branding and Positioning
- Print and Digital Design
- Team Management
- Content Strategy
- Generative AI
- Copywriting
- Marketing
- Events
- PR

TECH + COLLABORATION

- InDesign, Illustrator, Photoshop
- Final Cut Pro, Premier, After Effects
- Claude, ChatGPT, MidJourney, Firefly
- Microsoft Office, Sharepoint, Copilot
- Marketo, Hubspot, Salesforce
- Figma, Adobe XD, Sketch
- Wordpress, WebFlow, Wix
- Adobe Workfront, Jira, Aprimo
- Pardot, MailChimp, Knak