

ALEX MARCUS

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CREATIVE STRATEGIST · STORY DESIGNER · SCRIPT WRITER

Creative strategist and writer with 14 years shaping story, narrative voice, and guest experience — for Fortune 500 clients and for concepts I built myself. Playwright, twenty-year improviser, and lifelong theme park enthusiast.

EXPERIENCE

Founder, Gemini Pretzel · Toronto, ON

Sep 2025 – Present

- Founded a Toronto soft pretzel pop-up, designing the full guest experience from brand and recipes to live service.
- Created the “Toronto-style” pretzel; featured in *BlogTO* and *Dished Toronto*.
- Owns the concept end to end — naming, identity, menu and recipe development, photography direction, and social content.
- Built a venue and catering partnership pipeline, and ran pop-up activations across the city.

Senior Design Director, Brand Voice, Lippincott · New York, NY

Apr 2015 – Sep 2025

- Shaped how people experience brands, from Fortune 500 messaging systems to a guest-experience innovation initiative led by the Disney veterans behind MagicBand.
- Built naming, voice, and messaging systems for Fortune 500 brands across entertainment, tourism, hospitality, retail, and finance, from creative brief through activation.
- Led creative for live and experiential work — keynotes, executive retreats, trade show exhibits, stage design, installations, and all-hands moments — directing script, motion, video, and interactive exhibit content.
- Facilitated workshops on brand voice and the emotional core of a brand’s story, then built the trainings that carried that thinking into lasting internal capability.
- Led and mentored a team of writers and strategists, setting creative vision and craft standards while developing junior talent.
- Presented regularly to CMOs, CEOs, and boards, building the alignment to move ideas from concept to execution.
- Progressed from Senior Creative Writer to Senior Design Director over a decade, taking on growing creative leadership without stepping back from hands-on craft.
- Work recognized by Transform Awards, Graphic Design USA, Fast Company, and the Indigo Design Awards.

Managing Partner, Schmear It · Philadelphia, PA

Aug 2014 – Apr 2015

- Built brand identity, naming, and voice for a startup bagel concept, and oversaw operations.
- Used customer insights to refocus go-to-market strategy on higher-margin segments like catering and events, landing the largest account in the business’s history.
- The concept has since grown to eight brick-and-mortar locations.

Consultant, Oliver Wyman · San Francisco, CA

Sep 2012 – Aug 2014

- Advised Fortune 500 companies and NGOs on high-stakes questions, building financial models and presenting findings to executives.
- Wrote scripts for executive speeches and company-wide videos.
- Shaped creative direction for a biotech town hall series and a nationwide retail training program.

WRITING & PERFORMANCE

Playwright

2020 – Present

- *Waiting for Ganol*, a site-specific comedy, won the Audience Choice Award at the 2023 Cannonball Festival, Philadelphia Fringe.
- Two-time playwriting fellow with the Alliance for Jewish Theatre; current script *This Night* selected for its New Play Development Lab and showcase.
- Primary Stages ESPA alumnus; two-time juror, Jewish Plays Project.

Improviser

2004 – Present

- Two decades of improv training and performance across North America, plus training in character-based sketch writing.
- House teams at Magnet Theater (*Brightside*) and Pan Theater (*Liquid Mind*), and the long-running *Sequel: The Musical*.

- *The Magical World of Musical Improv*, a Disney-themed musical improv show at The PIT.
- Also trained and performed at Upright Citizens Brigade and Comedy Bar Toronto.

Cultural Journalist

2011 – Present

- Bylines at *Slate*, *The A.V. Club*, *Philadelphia City Paper*, and *Metro*.
- Cultural criticism on arts, food, city life, and themed entertainment.
- Ongoing writing on themed experience design at *Park Thoughts*, a personal Substack.

THEME PARK & EARLY EXPERIENCE

- Member, Themed Entertainment Association. Lifelong enthusiast with deep firsthand knowledge of the Universal, Disney, and Six Flags parks.
- Operations and Marketing Intern, Six Flags Corporate (2010) — supported national park operations and marketing.
- Ride and Game Operator, Victorian Gardens Amusement Park (2008) — operated rides and games at a children's amusement park in New York City's Central Park. My first job in a long-loved industry.
- Development and Original Programming Intern, Comedy Central (2009) — read scripts and wrote coverage for a major cable network.
- Marketing and Development Intern, New York Theatre Workshop (2008) — supported marketing and fundraising at a groundbreaking off-Broadway theater, the birthplace of *Rent*.

EDUCATION

The Wharton School, University of Pennsylvania • 2012

B.S. in Economics, magna cum laude • Dean's List • Concentrations in Marketing and Management • Minor in Creative Writing

Founder, Penn Food Summit, a conference for collegiate food writers • Editor-in-Chief, Penn Appétit • Kerry Sherin Wright Prize for food writing • Gibson Peacock Prize for creative nonfiction, honorable mention