



ALEX LYZWA ^{BBA '18}

GROWTH MARKETING MANAGER, TESTING & EXPANSION CHANNELS; THRIVE CAUSEMETICS INC.

LOS ANGELES, CALIFORNIA

V.A. Vision of Beauty

BY / JUSTIN WALKER

In an industry often driven by skin-deep standards, Alex Lyzwa embraces a broader concept of beauty

They say if you do what you love, you will never work a day in your life. If that is the case, Alex Lyzwa is still waiting for her first day of work.

Growing up in California, Lyzwa enjoyed playing sports and spending time with family and friends. Her father, a graduate of the University of Texas, often talked fondly of his days in the Lone Star State, which motivated Lyzwa to look to Texas for colleges.

"Baylor really caught my eye because it was similar in terms of having the same Christian traits as the private school I had attended," she said. "I also knew I wanted to go to a school that was a big athletic school."

Before enrolling at Baylor, Lyzwa was encouraged by her aunt, Gaita Mompoint. Her aunt's success as a Black woman in marketing within the tech industry motivated Lyzwa to study Marketing.

"She has been breaking barriers in corporate America," she said. "It inspired me to go do the exact same thing with my career."



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Initially, Lyzwa was interested in sports marketing, having played basketball in high school and interning with non-profit youth sports organizations such as Positive Coaching Alliance. As she learned more about marketing in general, she realized she could focus her efforts on another passion of hers.

"I have always been big into beauty. I always loved doing my makeup, figuring out new techniques and what works on my face," she said. "And I have always been interested in the business side of things. So, I thought, 'Hey, why not combine these two passions I have with an interest in the actual studies I want to do.'"

After graduating from Baylor in 2018, Lyzwa started at an advertising agency where she was able to work with different beauty brands as clients, such as Sephora. She was able to gain valuable experience there, which helped prepare her for her next stop.

In December 2019, Lyzwa connected with Thrive Causemetics Inc., a beauty brand focused on empowering women. The more Lyzwa learned about Thrive Causemetics, the more its mission resonated with her.

"The company is truly bigger than beauty," she said. "Everything we do is centered around philanthropy."

Giving back to those in need has always been something important to Lyzwa. During college, she had joined the organization It's On Us, which advocates for women impacted by domestic and sexual violence. Additionally, she had the opportunity to partner with One Love through Positive Coaching Alliance to educate young people about healthy and unhealthy relationships. For Lyzwa, it matters that her time and work have an impact on others.

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Working at Thrive Causemetics allows for that, she said. In early 2022, Lyzwa was promoted to growth marketing manager for Testing & Expansion Channels, where she and her team plan, create and execute strategic paid social media campaigns.

As Lyzwa furthers her career, she hopes to continue to stand up for those in need by disrupting the status quo of the beauty industry.

"We have seen a ton of companies putting diversity and inclusion at the forefront of their efforts, but it takes folks like me who are on the inside to hold them accountable for those commitments," she said. "As a woman of color, I do feel like it is my duty to step up to the plate and use my influence at Thrive Causemetics and beyond to represent all people—especially people who look like me." 

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