

CREATIVE DIRECTOR
(Feb 2021 - Present)

DARYA HOPE BEAUTY

Luxury Skincare

- Concepted, produced & directed compelling campaigns for launches, activations & ongoing promotions resulting in growth from 0 to 100k+ followers & reaching 3M+ people
- Shaped creative for multichannel marketing campaigns from concept to execution inclusive of .com, email, paid + organic social, PR sends, outdoor advertising & physical collateral
- Directed photo/video shoots, including concepting, casting, vendor/talent selection & on-set direction
- Built & maintained a network of internal & external creatives, influencers, graphic designers, photographers, stylists, retouchers & editors
- Oversaw department budget, tracking against forecasts & ensuring expense coverage for all activations
- Elevated brand's digital presence to be cutting edge, superior in quality & competitive
- Used data & analytics to craft stunning assets that grew engagement, clicks & conversion
- Remained ahead of industry trends, keeping on top of emerging tech & creative applications

CREATIVE DIRECTOR
(Sep 2019 - Sep 2021)

FURTUNA SKIN

Italian Luxury Skincare

- Accountable for end-to-end creative vision, owning all interactions & touch-points (.com, paid/organic social, email, PR, print, packaging, retail displays, etc)
- Led website redesign, resulting in 200%+ increase to conversion rate & 50% increase to AOV
- Managed direct reports as well as an international talent roster of creators, artists, vendors & freelancers
- Established & maintained brand guidelines, primary + secondary packaging systems, web style guides & all collateral
- Concepted, produced & directed all photo/video shoots, delivering assets to team on time & on budget
- Produced packaging for products from concept to production, including sourcing, sampling & prototyping
- Oversaw creative team workflow by delegating projects, facilitating cross-departmental reviews, managing timelines, budgets & resources

CREATIVE DIRECTOR
(Apr 2018 - Sep 2019)

CREATE TRIBE

Influencer Agency

- Led creative & built brands [products, packaging, digital presence] from the ground up for celebrities & influencers
- Supervised a cross-functional team of designers, copywriters, developers, social managers & photographers
- Directed brand strategies & 360 campaigns from concept to execution
- Collaborated directly with celebrities, influencers & investors on a daily basis

CREATIVE DIRECTOR
(Jul 2017 - Mar 2018)

WEBLINC

Ecommerce Agency

SENIOR ART DIRECTOR
(May 2016 - July 2017)

SENIOR UI/UX DESIGNER
(Jan 2015 - May 2016)

- Responsible for total creative output of ecommerce agency portfolio (200+ enterprise clients)
- Notable brands include: Free People, Reformation, BHLDN, Lonely Planet, Sanrio, NastyGal & The Bouqs
- Led broad team of graphic & UX designers to creative best-in-class omni-channel commerce experiences
- Worked cross-functionally to define, prioritize & execute UX/C conversion optimization & enhancement roadmap
- Participated in 50+ sales pitches & creative consultations to provide expertise

EDUCATION

Temple University
Film & Media Arts (2003- 2007)