

## CREATIVE DIRECTION | BRAND MARKETING | SOCIAL MEDIA STRATEGY

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### ABOUT ME

*Design is my passion.*

I love building world-class creative teams, setting industry standards for creative excellence, and exciting consumers with great ideas.

**HIGHLY RESPECTED CREATIVE DIRECTOR** and brand marketing leader with demonstrated success in driving successful innovation and business outcomes. Possess unique ability to balance creative and financial responsibilities with agility and flexibility. Inventive, resilient, and resourceful; enjoy reputation for identifying top talent, building/leading/inspiring collaborative teams, and producing *amazing* results.

### AREAS OF EXPERTISE:

- Strategic Planning
  - Integrated Marketing
  - Social Media Strategy
  - Decision Making
  - Talent Leadership
  - Digital Marketing
  - Consumer Analytics
  - Marketing Strategy
  - Brand Building
  - Package Design
  - Budget Management
  - Omni-Channel Development
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## PROFESSIONAL WORK EXPERIENCE

Abercrombie & Fitch, Westerville, OH

2003–2015

As senior creative/brand marketing professional, successfully drove results across three unique corporate brands (Hollister Co., Abercrombie & Fitch, and Abercrombie Kids). Promoted through a series of 6 increasingly responsible positions in 12 years, **leading 16-person creative marketing team** of brand marketing designers, package designers, lifestyle photographers/designers, and copywriters. Successfully directed creative for brand identify, omni-channel, social media, international expansion, seasonal campaigns, store openings and events, in-store marketing, on-product marketing, package design, and corporate collateral.

### CAREER ACHIEVEMENTS

#### CREATIVE | BRAND MARKETING | TALENT LEADERSHIP

- Designed brand identity, packaging, and product assortment of industry leading fragrance, with 1300+% growth over 2 years.
- Launched marketing creative for flagship store openings in Paris, London, Hamburg, Copenhagen, Milan, Tokyo and New York City.
- Led initiative to bring fragrance design in-house and provide product brand guidance over product direction and aesthetic of package design.
- Created innovative glass and metal finish techniques and oversaw production in U.S. and China, South Korea, Germany, and Italy.
- Created processes for design approval, technical file preparation, and final file routing, resulting in increased quality/speed to market of marketing projects.
- Created file coding system to track/organized marketing department's design and production files.
- Developed diverse knowledge of printing techniques, packaging components/materials/processes.

#### SOCIAL MEDIA STRATEGY

- Led social media creative direction gaining 3.6M Instagram followers in less than 2 years across 2 brands.
- Launched 1<sup>st</sup> teen-focused ad campaign on *Instagram*, doubling engagement rate of all previous Instagram ads and gaining 100K+ new followers. *Featured by Instagram as leading case study in creative content. Highlighted by Adweek as having "picture-perfect results."*
- Directed creative for first Black Friday ad unit on Snapchat.

#### FINANCIAL LEADERSHIP

- Saved \$1.6M in 2014 marketing budget by changing processes and bringing retouching in-house.
- Saved \$500K in 2015 A & F shopping bag design refresh.
- Surpassed financial plans for 2014 Back to School jeans by creating engaging marketing campaigns that maximized in-store theater, social creative, and digital reach.
- Saved \$4M/year on product labels by designing strategic consolidated corporate label package.
- Saved \$200K by redesigning storefront marketing fixtures to overcome environmental challenges.
- Saved \$1M by designing/executing digital painting technique.

**CAREER POSITIONS HELD**

- ✓ ART DIRECTOR, BRAND MARKETING (2012–15)
  - ✓ SENIOR MANAGER, BRAND MARKETING (2010–12)
  - ✓ MANAGER, BRAND MARKETING (2008–10)
  - ✓ SENIOR PACKAGE DESIGNER (2006–08)
  - ✓ GRAPHIC DESIGNER | ASSOCIATE GRAPHIC DESIGNER | ASSISTANT GRAPHIC DESIGNER (2003–06)
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**TECHNOLOGY**

Adobe Creative Cloud | Adobe Creative Suite – Photoshop, InDesign, Illustrator, Bridge | MS PowerPoint & Word Pages | Numbers | Keynote

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**EDUCATION**

*Bachelor of Fine Arts in Advertising and Graphic Design* 2003  
Columbus College of Art and Design, Columbus, OH

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**ADDITIONAL CREATIVE EXPERIENCE**

**DRAWING INSTRUCTOR** 2000–2003  
Columbus College of Art and Design, Columbus, OH

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**LIFESTYLE INTERESTS**

Family  
Running  
Oil Painting | Drawing | Glass Blowing  
Creative Thinking  
Building teams with creative talent that inspire innovation

“Nancy puts the interest of the brands first...great at implementing processes and holding herself and others to a high standard...detail-oriented...focuses on every element of a project, from start to finish.”

—Corporate Brand Manager