

# SAMPLE RESUME

## CHIEF BRAND OFFICER

Creative Executive whose passion for process and strong analytical approach underlie business acumen, infusing creativity with strategic decision-making. Foresight and digital savviness empower companies to achieve branding objectives and connect authentically with consumers. Having built entire brands independently, ambition is to architect memorable brand experiences, advancing the luxury retail commerce landscape. Eager to contribute directly to executive teams, ideally working alongside a CEO, to synergize creativity with corporate leadership.

*Innovative contributions were instrumental in creating Walgreens' online platform, redefining the benchmark for retail digital interfaces. Career trajectory highlights a distinguished track record with prominent NYC retail beacons such as Victoria's Secret, J.Crew, and Coach.*

### AREAS OF EXPERTISE

Brand Strategy & Growth ▪ Creative Marketing ▪ French Market / French Sensibility ▪ E-Commerce/Merchandising ▪ Procedural Innovation ▪ Analytical Intelligence ▪ Strategic Partnerships ▪ Imaginative Decision-Making ▪ Adept Problem-Resolution ▪ Inspirational Leadership ▪ Executive Synergy ▪ Process Optimization ▪ Complex Problem-Solving ▪ Comprehensive Content Strategies ▪ Compelling Storytelling ▪ Product Launches ▪ User Experience

### PROFESSIONAL EXPERIENCE

**Chief Brand Officer** - SAMPLE COMPANY (*New York City & Paris*) 2019 to Present

As the driving force behind Vanessa Bruno's brand makeover, successfully revitalized the company's identity, incorporating comprehensive strategies that encompass all facets of the "affordable luxury" brand experience. Steer branding, marketing, and creative operations, transforming established processes to align with cutting-edge, multifunctional business models. Responsible for 10 team members, including Art Directors, Copywriters, Production Managers, Designers, and Social Media Experts, fostering a work environment that encourages creativity and cross-department synergy.

#### Key Responsibilities

- Architected and executed comprehensive brand strategies and activation plans that span digital content, campaigns, social media, public relations, and SEO/blog content.
- Crafted and maintained the Marketing Communications calendar in strict adherence to brand guidelines.
- Directed the In-House Creative & Design teams in creating brand guidelines, positioning, digital content, and campaigns.
- Managed the Social Media division, including content strategy development and community engagement.
- Orchestrated SEO/Blog initiatives to amplify organic website traffic while reinforcing the brand's unique position.

#### Key Achievements

- Achieved a remarkable 50% increase in business revenue, soaring from \$40M to \$60M over 3 years.
- Spearheaded the Fall 2022 Marketing Campaign, which garnered industry-wide attention and was featured as an exemplary Case Study by META (<https://www.facebook.com/business/success/vanessa-bruno>).
- Initiated a groundbreaking destination story model for Bon Marché in 2020, emphasizing a St. Tropez theme that set a new industry standard for innovative collection launches.
- Developed and launched an innovative company website, incorporating advanced technologies and user-centric design, which went live in 2022.

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## **Founder & Brand Strategist** - SAMPLE COMPANY (*New York City & Paris*) 2015 to Present

Lead visionary and advisor for brand development, providing strategic and creative direction with a focus on crafting compelling brand narratives and immersive experiences. Excelled in driving the evolution and adaptation of brand identities within the digital landscape. Successfully collaborated with a diverse portfolio of clients, ranging from established retail giants to emerging startups preparing for market entry.

### Key Achievements

- Developed the digital brand strategy for Sézane, enhancing online presence and customer engagement.
- Guided Justice through a brand refresh to resonate with the evolving preferences of the young demographic.
- Reinvented Maurices' brand experience to align with contemporary market trends and digital optimization.
- Crafted the pre-launch branding strategy for Aslyp, positioning them as innovators in their industry.
- Strategized with Frankie to integrate cutting-edge digital marketing techniques that amplify their brand voice.

## **VP Brand Creative** - SAMPLE COMPANY (*Remote/New York City*) 2019 to 2021

Led the development and execution of a dynamic brand positioning strategy, vigilantly overseeing an end-to-end brand realignment initiative that established a compelling and unified brand narrative across multiple platforms.

### Key Achievements

- Initiated and directed the introduction of a cutting-edge customer loyalty program which solidified relationships with consumers and resulted in a marked improvement in both customer engagement levels and loyalty indicators.
- Engineered an aggressive expansion of the brand's digital presence, achieving a substantial surge in social media activity and securing exponential increases in online visibility and community involvement.

## **Chief Digital Officer/Brand Consultant to President & CEO** - SAMPLE COMPANY (*Paris*) 2015 to 2017

Devised and executed a multifaceted digital strategy that significantly increased digital presence, fostered innovation, and enhanced mobile accessibilities, as well as introduced new customer services and enriched brand content. Comprehensive management of the e-commerce platform, mobile application, digital marketing initiatives, and social media activities were pivotal to this growth. Steered a team of 26 talented individuals and regularly presented progress and strategic insights directly to the company CEO.

### Key Achievements

- As a catalyst for evolution within the company, meticulously revised entire creative workflow. This initiative aimed to optimize marketing efforts and synchronize teams to effectively articulate a unified brand message.
- Secured a 4-point augmentation in market share within the fiercely competitive French lingerie sector in 2016.
- Generated a robust 29% growth in online sales, rising from 21M euros in 2015 to 27M euros in 2016.
- Successfully launched an innovative website and mobile application within an ambitious 4-month timeframe.
- Pioneered Etam's inaugural virtual reality experience, integrating cutting-edge technology at the annual Fashion Show.
- Orchestrated the brand's first "See Now, Buy Now" initiative, thereby revolutionizing the consumer experience and elevating the brand's market leadership.

## **Head of Brand & Experience/Digital Creative Director** - SAMPLE COMPANY (*New York*) 2008 to 2015

Executive role that championed Victoria's Secret PINK, the brand's fastest-growing division, escalating it to a \$3B enterprise. Strategically directed the PINK sub-brand, reinforcing the brand ethos and propelling the narrative forward. Focused on heightening customer engagement and bolstering transaction volume. Spearheaded initiatives to tackle complex business issues, seized pivotal opportunities, and provided robust support for merchandising and marketing objectives.

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Conceptualized and executed groundbreaking marketing initiatives spanning a diverse range of media, including digital platforms, print, brick-and-mortar retail, and out-of-home advertising.

## Key Responsibilities

- Fostered dynamic, highly invested online and offline communities through PINK Nation engagement program.
- Reorganized departmental structures, refined operational procedures, and optimized workflows, all while developing and managing cross-disciplinary teams.
- Supervised a talented ensemble of 30, inclusive of 4 senior directors, and skillfully managed collaborations with external agencies for various project scales.
- Reported directly to the CEO and played a key role in orchestrating milestone campaigns that set new industry standards, including those for Spring Break, the Victoria's Secret Fashion Show, and Back-to-School seasons. Also successfully rolled out an invigorating new Active Collection.
- Guided the overall digital strategy, fostering innovation and creative execution across all channels, including e-commerce, mobile applications, social media, email marketing, and video content.
- Orchestrated content development for e-commerce platforms, cultivated a collaborative team culture, and instituted agile, efficient processes suitable for rapid implementation even under stringent timelines.

## Key Achievements

- Tripled business valuation, elevating from \$1B to \$3B.
- Expanded the PINK Nation loyalty program membership from 2M to 12M within a 4-year time frame.
- Elevated the PINK Nation app to the fifth position in the iPhone Lifestyle App Section.
- Substantially increased social media presence to 6M followers on Instagram and 14M on Facebook.
- Secured recognition as one of the most cherished millennial brands in the US by Business Insider UK in 2015.
- Stimulated a 30% uptick in online revenue for Victoria's Secret PINK in 2015.
- Pioneered the synchronization of in-store and digital divisions to ensure a unified, exemplary customer experience with an emphasis on innovative digital and experiential marketing strategies.

## Additional Achievements

- Successfully launched the PINK Nation loyalty and engagement program.
- Brought a comprehensive Omni-Channel Marketing Structure to fruition.
- Devised and implemented inventive client acquisition and retention strategies.
- Established streamlined cross-functional processes enhancing organizational agility and reducing time-to-market.
- Produced the pioneering PINK standalone catalog with a circulation of 3M, releasing over 25 editions annually.
- Garnered the Webby Award for "Best Fashion Site" in 2009 for Victoria's Secret.

## ADDITIONAL EXPERIENCE

Art Director • Sample Company (NYC) | Internet Art Director • Sample Company (NYC) | Internet Art Director • Sample Company (NYC) | Senior Web Designer • Sample Company (NYC) | Web Designer • Sample Company (NYC & Chicago)

## EDUCATION & CREDENTIALS

Master of Arts in Communication Design • Central Saint Martins (London)  
Bachelor of Arts in Graphic Design • La Roche College (Pittsburgh)  
Business Fundamentals • Harvard HBX Online Program  
Member • CHIEF