

# SUNNY STAFFORD

VICE PRESIDENT CREATIVE MARKETING & BRAND CREATIVE DIRECTION

Highly regarded for delivering record growth and overseeing successful large-scale rebrandings for a global retail leader. Leads creative innovation in the retail industry, #2 on the Forbes list of top 20 Experiential Retailers in 2018. Vibrant, dedicated collaborator and thought partner with more than 15 years of experience in creative brand concept and marketing strategy. Effective team leader and communicator, fostering talented professionals and creating high-performing units.

## CAREER HIGHLIGHTS

- Rebranded the digital experience for a Fortune 500 company
- Developed International and Digital creative teams from scratch
- Conceived new brands and product partnership collaborations
- Relaunched Swim & Beauty verticals driving 60% lift in digital sales
- Impact led company to #2 on Forbes list of Experiential Retailers, 2018

## CREATIVE LEADER & AUTHENTIC COLLABORATOR

STRATEGIC PRODUCT & BRAND MARKETING	CUSTOMER JOURNEY GURU UX/CX/UI	DIGITAL FIRST OMNICHANNEL APPROACH
INNOVATION LEADER	STRATEGIC DIRECTION	PROCESS CREATION & FACILITATION
CONCEPT DEVELOPMENT TO EXECUTION	CREATIVE DEVELOPMENT & MANAGEMENT	BUILDS HIGH PERFORMING TEAMS
MANAGE BUDGETS \$10M+	DATA DRIVEN IDEATION	EFFECTIVE EQ RELATIONSHIP COACH
PERSONALIZATION AND AI EARLY ADOPTER	CEO & LEAD MERCHANT THOUGHT PARTNER	BRAND AWARENESS CAMPAIGN LEADER

## BEAUTY, LIFESTYLE & LUXURY BRAND CONCEPT DEVELOPMENT

### CREATIVE MARKETING OPERATIONAL PARTNER

The Good Look | New York, NY | 2019- Present

Start-up Beauty Media and E-Comm platform, partnering with Supermodel Selita Ebanks. Serving as Editor-in-Chief, overseeing program management, initial development of editorial and brand direction, and creating creative briefs. Developing content for platform, brand partnerships, and a documentary episodic for Netflix.

### VICE PRESIDENT, CREATIVE MARKETING

Victoria's Secret | New York, NY | 2018-2019

Provided executive global creative strategy and leadership for a Fortune 500 company. Promoted 5 times in 8 years due to exceptional performance and reliably profitable results.

- +Directed a team of 65 specialized visual creative directors and writers from initial concept to execution, serving on the executive committee and reporting to the CEO.
- +Realized more than \$12B in revenue via 26 fashion campaigns and projects a year, guiding visual and content strategy including Angel Card, Fashion Show, and seasonal/promotional marketing engagement programs.
- +Enhanced market share up to 16% by instituting editorial positioning and brand identity through complex customer insight data research and engineering solutions.
- +Leveraged impressive innovation background and promoted future growth opportunities by chairing a \$2.5MM technology program to scale creative content output.
- +Oversaw budgets for creative marketing and visual design in stores, roughly \$10MM a year.
- +Collaborated effectively and forged strong relationships with merchants and marketing partners to build engaging multi-channel campaigns and develop tactical plans.
- +Created a culture of excellence as well as a commitment to a common vision, coaching and mentoring junior team-mates. Enjoyed low turnover, 11% lower than industry average, by fostering high employee engagement initiatives like "Hackathons" and "Creative Scrums".
- +Built effective teams by adopting an inclusive style, advising leaders weekly with emphasis to inspire and motivate, creative risk-taking, and open mindset growth. Cultivate staff in strategic thinking and concept development.

contact



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# SUNNY STAFFORD

EXPERIENCE  
CONTINUED

## ASSOCIATE VP, CREATIVE / EXECUTIVE CREATIVE DIRECTOR, DIGITAL

Victoria's Secret | New York, NY | 2013-2018

Pioneer in the digital space by leading the full-scale digital design evolution for product launches, editorial look & feel, website architecture, overall creative strategy, and fashion campaign storylines for digital channels, promoted after just two years.

- +Led innovation in the industry, named as #2 on the Forbes list of top 20 Experiential Retailers after creating an omni-channel customer journey, drastically raised digital sales more than 60% in 2017 and an additional 30% in 2018.
- +Built the entire digital creative team from scratch, also creating the new process of intake for art directors, design team and copy team in areas of website, email, social, digital marketing, and media, the VS App, and International.
- +Grew followers to over 63.7MM on Instagram and over 11MM on Twitter through channel-specific creative campaigns as an early adopter of social power.
- +Orchestrated the redesign of the site architecture, mobile first, featuring new UX and functionality.
- +Generated over \$138MM, up 28% to the previous year, by conceiving and executing the Angel Card Month loyalty program in 2014.
- +Yielded an approximately \$80MM boost from 2015 to 2016 with an 8% increase in CTR and greater associated demand via "emotion over promotion" and elevated email creative.
- +Facilitated a 120% lift from \$10MM to \$22MM in 2017 with Semi-Annual Sale ideation.
- +Achieved over 30B impressions internationally for Fashion Show 2017 and averaged approximately 3.5MM mentions per month for Holiday 2017, with the next closest brand at nearly 1.8MM.

## SENIOR ART DIRECTOR, BRAND CONCEPT / ART DIRECTOR, BRAND CONCEPT

Victoria's Secret | New York, NY | 2011-2013

Grew the younger customer base for Direct, leading concept for print & digital for Beauty, Swim, Sport, and Apparel.

- +Expanded customer base and additional annual revenue by initiating a full reposition of the catalog fashion house through photographic direction/strategy, visuals, increasing storytelling web content, and new merchant strategies.
- +Boosted online sales 23% by spearheading digital customer guidance, digital versions of the award-winning store customer experiences, through Bra & Sport Bra experience, and Fragrance Finder.

## SENIOR ART DIRECTOR

Rodale Grow (Content Marketing) | New York, NY | 2009-2011

Produced unique content marketing projects, ranging from events and editorial videos to magazines and websites, as lead Creative for an agency with a client portfolio worth upwards of \$40MM.

- +Cultivated strong client relations and high satisfaction levels by communicating effectively and effectively interpreting the client brand identity in concept development and pitches to clients.
- +Built cohesive and top-performing teams of 5 to 20 people, led creative execution, hiring designers, photographers, location scouts, illustrators, stylists, and models.
- +Generated up to 15% savings administrating photo shoot and print budgets of up to \$1MM.
- +Delivered innovative and cutting-edge outcomes leading concept development for events and experiences.
- +Developed professional connections and maintained good relationships with clients including Bloomingdales, Whole Foods, Nissan, Dole, and Walmart.

## ADDITIONAL EXPERIENCE:

FREELANCE CREATIVE DIRECTION, ART DIRECTION, DESIGN | New York, NY and Dallas, TX | 2003 - 2009

Key Clients Included: Domino Magazine, Martha Stewart Magazine & Books, New York Magazine, Prevention Magazine, Sesame Street Foundation, Scroll Motion, FIFI Awards, Christopher Reeves Paralysis Foundation, Textile Tone, Texas Business Monthly, FWEEKLY

### ORGANIZATIONS

FOUNDING MEMBER OF CHIEF  
THE QUORUM INITIATIVE  
MEMBER, SPEAKER, MENTOR AND PANELIST: AIGA,  
ONE CLUB, BRAND INNOVATORS, THE CMO CLUB, SXSW,  
DECODED FASHION/DECODED FUTURE

### VOLUNTEERISM

WOMEN IN INNOVATION  
WILLIE MAE ROCK CAMP FOR GIRLS  
JAMAICA BAY TASK FORCE

### EDUCATION

BACHELOR OF FINE ARTS (BFA)  
COMMUNICATION DESIGN, ADVERTISING ART  
DIRECTION  
UNIVERSITY OF NORTH TEXAS, DENTON TEXAS

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