



BRAND UNIVERSE CREATOR

AN INNOVATIVE, VERSATILE, AND TRANSFORMATIONAL GLOBAL CREATIVE LEADER DEDICATED TO STRATEGY-LED CONCEPTS, BOLD DELIVERY, & REMARKABLE RESULTS.

RECOGNIZED FOR BRINGING EXCEPTIONAL BRAND VISION & PROJECT DIRECTION DRAWN FROM A WEALTH OF EXPERIENCE IN FASHION, BEAUTY, DESIGN, PHOTOGRAPHY, ART, MUSIC, AND LIVE ENTERTAINMENT.

SPECIALIZING IN EXPERIENTIAL, FROM HIGH-END FLAGSHIP STORES TO TRAFFIC DRIVING CONSUMERS POP-UP TO STICKY INFLUENCER CONTENT CREATION HUBS.

DRIVEN BY A STRONG ENTREPRENEURIAL SPIRIT AND KEEN BUSINESS ACUMEN FROM PROUDLY STARTING, GROWING & SELLING A GLOBALLY DISTRIBUTED ACCESSORIES LIFESTYLE BRAND.

CAREER HIGHLIGHTS

- * Created, directed, and staged MAC Cosmetics' first-ever Face Show during London Fashion Week to launch Studio Radiance Foundation. By live streaming influencers, celebs, and supermodels walking the runway in London's most iconic designers, we garnered #1 in EMV in September 2023.
- * Launched Showfields, a revolutionary retail concept store, as the first creative director. Envisioned, designed, and led the opening of their Flagship store in NYC and authored the creative and retail rollout plan for expansion to 5 more cities: Miami, DC, LA, and Brooklyn. Built Creative Vision, brand identity, and voice to guide through seed funding rounds.
- * Launched M·A·Cximal Lipstick and took NYFW by storm. Redefined 'I Wear M·A·C' as the ultimate fashion statement by turning a Canal Street NYC souvenir shop into the ultimate beauty and M·A·C Merch haven, the 'M·A·C Market'.
- * Started, built, and sold a multi-channel American-made leather accessories brand, TM1985. Drove 125% annual revenue growth for 5 years straight.
- * Unveiled MAC's Studio Radiance Concealer at a vibrant event at Six Senses in Ibiza, featuring an all-female DJ lineup and appearances by OBJ, Rita Ora, and other celebrities. It was a glowing night of beauty and celebration for 450+ guests worldwide.
- * Relaunched MAC VISION, a yearly company-wide training and marketing showcase to inform and inspire regions, markets, and affiliates on upcoming launchers, initiatives, and innovation.
- * Took over the NY Stock Exchange and Transformed an abandoned Wall Street bank vault into a star-studded VIVA GLAM Billion-Dollar Ball, celebrating the 30th anniversary of M·A·C VIVA GLAM. Celebrity Ambassadors Kim Petras and Danna Paola unveiled the expanded give back 100% charitable mission, focusing on sexual, gender, racial, and environmental equality.

EXPERIENCE

GLOBAL CREATIVE DIRECTOR, EXPERIENCE, MAC COSMETICS, NOV 2019-PRESENT

The world's leading make-up authority among both professional make-up artists and consumers.

- Collaborates with marketing teams to develop and refine impactful 360-degree creative briefs, ensuring we meet all business objectives.
- Directs cross-platform creative to support overall global brand strategy and New Product Launches.
- Leverages strong understanding of digital landscape, including video, motion graphics, and UX design, with a sharp eye for taste level and exceptional execution.
- Advances team's awareness of current trends within, Advertising, Retail, VM, and architecture through research of competitive brand activity and creative /editorial outlets.
- Promotes the importance of storytelling within creative and cultivates the team's editorial capability to craft and articulate benefits & claims through effective consumer language.
- Directs campaign activations for Global new product launches, commercial innovations, and collaboration programs, plus builds global guidelines for regionally led programs.

CREATIVE & DESIGN DIRECTOR, SHOWFIELDS, JUNE 2018 - NOV 2019

A revolutionary retail concept focusing on the discovery of digital brands in the physical world.

- Led architecture, interiors, visual identity, and brand partner spaces and directed overall creative for digital, social and PR marketing.
- Collaborated with brand partners to develop bespoke concepts and designs for KPI-driven spaces and social content.
- Hired and managed in-house and freelance design teams to deliver on all creative aspects of the brand.
- Partnered with Marketing, Sales, Operations and Finance teams to ensure that all business objectives were met.

CONTRACT CREATIVE / DESIGN DIRECTOR, VARIOUS, MAY 2012- NOV2019

CLIENTS: MKG, Momentum Worldwide, The Gathery, MTV, ETSY, Amazon, Google, Kohls, NBA, Nike, Verizon

- Conceptualized and executed unique activations for large-scale events, pop-ups, and flagship retail.
- Supervised and guided design from ideation to construction.
- Responsible for scenography, production, propping, VM, and graphics packages for fabrication partners.

FOUNDER / OWNER / CREATIVE DIRECTOR, TM1985, MAY 2010 MAY 2018 - ACQUIRED

American-made leather accessories brand focused on high quality, handmade manufacturing, sturdy materials, and functional designs with a sense of familiarity.

- Established a B2B from private label, design, development, and production serving 25+ internationally known brands and marketing firms.
- Collaborations: Jeff Zimmerman, Michael Reynolds of Wallpaper Mag, Domino Mag, ETSY, Toyota, The NBA, Verizon, Mercedes Benz, and Field + Supply.
- Notable Press: NY Times, Vogue, People, Playboy, Interview, WWD, Domino, INC, Refinery 29, Racked, Travel & Leisure, Elle, Vogue, Martha Stewart, Huffington Post, WSJ.
- Expanded the brand's storytelling and experience with multiple stores and consumer-facing studio space in Brooklyn.

ART DIRECTOR, AD, RALPH LAUREN, JUNE 2008- FEB 2011

- Responsible for image, graphics, styling, set & prop design for key Home, Kids, Chaps, and Polo global ad campaigns
- Collaborated with senior creative directors and marketing leads on concepts, copy storyboards, locations, and talent
- Managed budgets, vendors and distribution of post production final assets.

SKILLS

- * BRANDING & GRAPHICS
- * EXPERIENTIAL
- * RETAIL, EVENTS & POP-UPS
- * VISUAL MERCHANDISING
- * DIGITAL & SOCIAL
- * UX - UI - AI - AR - VR

- * MS OFFICE
- * SKETCHUP
- * ADOBE SUITE
- * FIGMA
- * WRIKE
- * MIDJOURNEY
- * G SUITE

- * FACE-PACED
- * WELL ORGANIZED
- * CLEAR COMMUNICATOR
- * STRONG PUBLIC SPEAKER
- * ENTREPRENEURIAL
- * TEAM MOTIVATOR
- * RESULTS DRIVEN

EDUCATION & AWARDS

UNIVERSITY OF CINCINNATI - CONSERVATORY OF MUSIC 2004-2008

- BFA, 3.9 GPA
- Major: Scenography, Minor: Art History
- Full Merit-based scholarship,
- Artman & Straub Grant - 3 years
- Eagle Scout - Full Honors

REFERENCES

ZACHARY AUGUSTINE: Former manager, VP, MAC Cosmetics
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