



**Shannon
Constance**
Executive Creative Director

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Customer-focused and inventive creative executive specialized in full-cycle administration of programs and campaigns to advance large-scale sales initiatives – including oversight and development of high-value teams and strategic collaboration with C-level executives to inform decision making. Intuitive and empowering organizational leader with a resourceful mindset toward development of retail, digital, paid, and owned media initiatives, including targeted email campaigns.

Qualifications Summary

Engaged with internal and external stakeholders while driving impactful teams and developing strategy toward realization of high-traffic creative campaigns for Bath & Body Works, resulting in an achieved \$5B sales target and a six-month successive streak for double-digit sales compensation measurements.

Planned, implemented, and supervised the full-cycle rollout of the White Barn Candle Company for Bath & Body Works, overseeing over 450 stores toward achievement of a 20% increase in sales compensation values.

Partnered with C-level corporate administration throughout career to advise organizational decision-making, including oversight-based reporting on multiple departmental teams to inform creative direction, marketing, and merchandising initiatives.

Career Experience

Selectblinds.com, Chandler, Arizona
Vice President, Creative Direction

March 2021 - November 2022

Proposed new strategies to facilitate sales progress and organizational growth, including adoption of customer-centric marketing strategies, implementation of storytelling narratives surrounding new product placements, and management of internal projects to bolster organization cohesion and internal collaboration. Designed teams and defined project structure to advance organizational goals, including reporting to the Chief Executive Officer to inform corporate decision-making.

- Interwove corporate growth strategies and customer-centric marketing initiatives to advance progress toward sales targets of \$150M in additional revenue.
- Audited individual sales revenues to inform marketing strategies and new product development – including oversight on the Creative and Website Operations teams handling UX/UI interface, social media marketing, web traffic management, and product development practices.
- Identified strategy and objectives for organization-wide creative overhaul, including defining of values and vision to fuel rebranding initiatives such as logo evolution, custom iconography, checkout funnel redesign, packaging innovation, and UI pattern library overhaul.

Bath & Body Works, Columbus, Ohio
Creative Director, Retail Marketing (2017 – 2021)

2010 - 2021

Coordinated storytelling initiatives and managed marketing campaigns throughout the retail division nationally, including strategy implementation to meet sales targets, expansive visual merchandising initiatives, management of photography and video projects, and rollout of product testing initiatives to inform future strategic decision-making.

- Directed traffic-driving creative campaigns, resulting in achievement of sales target valued at \$5B and a six-month successive streak for double-digit sales compensation measurements.
- Deployed campaigns for company-wide sales programs and product marketing, including promotion of the “Rose” perfume which was later recognized as the #1 fragrance of the year.
- Spearheaded the “Welcome Back” event for opening as an essential, soap-based business during COVID-19, including assessment of risk factors to mitigate disease spread while safeguarding employees and promoting a hygienic shopping experience.
- Employed customer retention protocols and strategies, including a pilot project which was later adopted into the national loyalty program. In addition, drove insights to assess customer satisfaction indicators via product feedback testing projects, including a CBD skin care line and active lifestyle products.

Bath & Body Works, Columbus, Ohio
Creative Director, White Barn Marketing

(2014 – 2017)

Administered full-cycle project management to relaunch White Barn Candle Company, comprising creative strategy for nationwide store openings, strategic merchandising and real estate partnerships with Bath & Body Works, product and display testing for informed feedback, and full-cycle branded marketing campaign management.

- Implemented innovative creative campaigns for launch of over 450 stores within three years, boosting sales compensation values by over 20%.
- Developed targeted marketing strategies to inform organization decisions, including reports for the Chief Marketing Officer and store leadership nationwide.

Bath & Body Works, Columbus, Ohio
Associate Creative Director, E-Commerce

(2010 – 2014)

Engaged creative teams and departments to design high-impact brand promotion and marketing initiatives for e-commerce, including full-cycle management of staff, UI/UX design implementations, and website enhancement efforts.

Directed creative initiatives spanning across all e-commerce channels, including budgetary management while overseeing a team of 10 individuals.

Conducted audits and progress management toward direct reports for the VP of Creative, enhancing organization-wide communication, cohesion, and productivity.

Expertise

Art Direction / Brainstorming / Branding / Budget Management / Collaboration / Concept Development Copywriting / Creative Direction / Creative Strategy / Digital Marketing / Email Marketing / Graphic Design / People Management / Photo Art Direction / Process Improvement / Project Management / Retail Marketing / Social Media / Storyboarding / Team Building / UX/UI / Video Direction / Video Editing / Visual Merchandising

Skills

Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD, Premiere Pro, Bridge), Figma, Microsoft (Word, Excel, PowerPoint), Google Analytics, Project Management Tools (Monday.com, Slack, Trello, Basecamp)

Education

BFA, Visual Communications
Northern Arizona University