

20+ YEARS CREATIVE LEADERSHIP

Insightful Storyteller · Strategic Marketer · Visionary Leader · Brand Architect

Delivering high-performing creative through honest and intriguing storytelling. Extensive knowledge in brand and marketing strategies, creative and artistic direction, personalized direct-response marketing, social and digital platforms, environmental design, research, website and digital development, and holistic visual communication.

EXPERIENCE

- CAMPAIGN DEVELOPMENT
- ART DIRECTION
- PHOTOGRAPHY
- FILM / VIDEO
- COPY WRITING
- COLLABORATIVE LEADERSHIP
- COACHING / MENTORING
- PROCESS DEVELOPMENT

- ✓ Led Creative Teams from 2 to 25 people plus agencies & freelance support
- ✓ Supported Marketing budgets as low as \$350K and as high as \$28 Million
- ✓ Responsible for annual revenue of over \$1.5 Billion
- ✓ A passion for innovation, brand management, and creative team leadership

"Casey has 3 talents rarely found in a human. He's strategic, creative and listens very well."
 - Mark Paigen (Founder of Chaco)

Naked Wines

May 2021 - Present

- TEAM LEADERSHIP
- DIGITAL STRATEGY
- DATA ANALYSIS
- INNOVATION
- CAMPAIGN DEV.
- SOCIAL MEDIA
- EMAIL & WEB DEV.
- FILM & VIDEO DEV.

Creative Director

Drive innovative solutions for brand and marketing through collaboration, team leadership, rapid prototyping, and ideation. Responsible for elevating brand quality perception, increasing customer acquisition, retention, and improving brand loyalty. Focused attention on creative consistency, stronger more connected storytelling, and improved social and digital experiences.

- » Increased creative output by over 250% and creative efficiency by 120%
- » Established Naked's first-ever creative process, digital and social media strategy
- » Developed and launched an in-depth photography and video strategy
- » Launched brand identity, brand campaign, and US brand guidelines

Compassion International

Oct 2019 - Feb 2021

- BRAND MGMNT
- BRAND RESEARCH
- GLOBAL IDENTITY
- PLATFORM DEV.
- BRAND GUIDELINES
- EXEC. ALIGNMENT
- ORG. ALIGNMENT
- DATA ANALYSIS

Global Brand Director

Responsible for the development and integration of Compassion's first-ever Global Brand Platform; leading its global implementation, socialization and discovery sessions across multiple teams. With focused attention on solution-based brand collaboration across 17 country offices, delivering high-performance results for all brand-related decisions throughout the global organization.

- » Launched Compassion's first-ever Global Brand Platform
- » Directed quantitative Human Center Design research on a global level
- » Developed Global Brand Identity, Guidelines & their first Global Messaging Platform
- » Led brand adoption across a Global Executive Team of 40+ leaders in 17 countries
- » Led market research across 1000+ internal and external team members & supporters

EXPERIENCE CONTINUED...
Compassion International

Feb 2017 – Oct 2019

 TEAM LEADERSHIP 

 DIGITAL STRATEGY 

 CREATIVE PROCESS 

 CAMPAIGN DEV. 

 DIRECT RESPONSE 

 EMAIL & WEB DEV. 
Director of Media Content / Director of Creative

Responsible for the creation and development of multifaceted, customer-focused marketing campaigns. Focused attention on creative direction, art direction and writing strategies based on proven direct response principles.

- » Established a quantifiable creative strategy for US teams and projects
- » Improved creative quality and output throughout the Marketing team
- » Drove creative direction and vision for +/- 1,600 campaigns yearly
- » Increased Gift Catalog revenue by 3X (up from \$3M to \$9M in two years)
- » Improved team efficiency by 2X through a revised creative process

Smartwool

Feb 2015 – Jan 2017

 TEAM LEADERSHIP 

 BRAND MGMNT 

 IDENTITY DEV. 

 BRAND GUIDELINES 

 EMAIL & WEB DEV. 

 DIRECT RESPONSE 

 FILM & VIDEO DEV. 
Global Creative Director

Responsible for all creative teams and initiatives at a global level. Focused attention on developing Smartwool's global omni-channel brand platform and global brand identity; integrating partner feedback, leading consumer research, trend analysis and qualitative/quantitative discoveries.

- » Standardized an ongoing 12 month GTM (Go To Market) calendar
- » Developed brand relevancy by elevating sell-in and sell-through creative
- » Led and directed seasonal brand and product photo/video shoots
- » Drove creative direction for Regional Wholesale and D2C partners
- » Defined and implemented company-wide global brand identity

Crocs

May 2012 – July 2014

 TEAM LEADERSHIP 

 BRAND MGMNT 

 CAMPAIGN DEV. 

 GLOBAL IDENTITY 

 PLATFORM DEV. 

 GLOBAL ALIGNMENT 

 EXEC. ALIGNMENT 

 FILM & VIDEO DEV. 

 INNOVATION 
Global Creative Director

Lead a team of global creatives serving the needs of 4 core markets throughout the world. Focused attention on delivering a pipeline of globally aligned creative initiatives, distributing them through 18 regional marketing partners ranging from CEOs, VPs, executives, legal, finance, sales, etc.; delivering 360° launch packages for global implementation across each market space.

- » Established 93% global alignment and creative consistency within all markets
- » Increased Crocs product portfolio; launching 6 consecutive Spring/Summer global product campaigns
- » Established Crocs as a four-season brand; developing a series of four-season creative launch packages

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EXPERIENCE CONTINUED...

**Wolverine
World Wide**

Mar 2009 – Apr 2012

TEAM LEADERSHIP 

DIGITAL STRATEGY 

RETAIL STORY DEV. 

POS CREATIVE 

BRAND GUIDELINES 

EMAIL & WEB DEV. 

Group Creative Director

Responsible for the creative guidance and direction of 7 brands and the entire retail store division within the Wolverine World Wide umbrella. Focused attention on leading digital and store environments including e-commerce, email, and brick & mortar.

- » Won “Store Design of the Year”, Merrell Concept Store; creating WWW’s first high-end retail store experience, expanding concept to 12 stores within the first year
- » Launched the Retail Group brand identity, establishing a global retail leader within WWW; encompassing 12 brands, 93 retail stores and 32 websites across 9 countries
- » Achieved consistent 120% sell-through for Hush Puppies 1958 collection; developing a creative strategy and identity for their ongoing advertising campaigns

Chaco

Feb 2001 – Feb 2009

BRAND MGMNT 

TRADE SHOW DEV. 

ADVERTISING 

AD PACKAGES 

CAMPAIGN DEV. 

EXEC. ALIGNMENT 

Art Director

Responsible for the management and coordinated all graphic design projects from concept to execution. Focused attention on collaboration with directors and project owners to create designs and initiatives that complement their vision and move the brand forward in new and unique ways.

- » Support the growth of a \$300-\$500K marketing budget
- » Direct outsourced design teams and internal copy and design resources
- » Strengthened the consistency of marketing materials and brand image
- » Led all trade show and advertising creative needs

TECHNOLOGY

ADOBE SUITE OF PRODUCTS

With focused attention in:



PLATFORMS

Mac OS + Windows



Familiar with all level of program from Google’s G-Suite to Microsoft.

EDUCATION

Associate of Arts in Visual Communications / Illustration | 1998
Art Institute of Colorado in Denver, Colorado.

REFERENCES

Detailed references upon request

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