

debra crawford

dbnrcrwfrd@gmail.com

debra-crawford.com

650.867.2978

qualifications

Transformational creative executive with experience developing brands and leading teams in the US, Europe, and Asia with multi-media studios that support global marketing for new and established brands.

- Expertise in directing TV commercials, leading UI/UX experience design, social media, packaging, catalogs, and editorial content to increase sales, engagement, and production efficiencies.
- Developed innovative customer-focused marketing solutions from concept to launch to broaden brand awareness, exceed revenue goals, and enhance loyalty.
- Passion for building high-performing and motivated teams by maximizing talent, succession planning, and promoting cross-functional leadership.
- Judiciously manage a 5 million editorial budget and 3 million in operating expenses with a focus on quality, efficiency, and efficacy.
- Active board member for a non-profit serving as an expert in community outreach, fundraising, and supporting financial stability since 2019.

education

CALIFORNIA COLLEGE OF THE ARTS & THE UNIVERSITY OF SF
BFA Graphic Design & Business Marketing

experience

URBAN HIGHLANDS

Head Of Creative & Product Design

May '22 - Present

Define and drive the brand vision, product lines, user-centered experiences, and content platforms that support the customer's needs, wildlife conservation, and a commitment to ethically made products.

- Lead teams through the full product lifecycle, from concept to launch, including workflows, product plans, road-maps, and go-to-market strategies, translating business needs into actionable milestones.
- Help establish and nurture vendor relationships and product collaboration to ensure the highest quality and most cost-effective production, while providing strategic creative guidance to promote B2B campaigns.

BALSAM BRANDS

VP/Creative Director: Balsam Hill US, UK, AU, FR, DE, Treetopia, & Tree Classics

June '20 - May '22

Developed the strategic global brand vision and omnichannel campaigns for national and international markets to drive revenue and build brand awareness.

- Over 20% increase in sales in each geography in the first year by delivering a unique brand expression and consumer-focused experiences.
- Generated 15% cost savings and increased production efficiency by evolving the go-to-market calendar and strategies, leveraging data, market trends, ROI, and aligning operational schedules.
- Developed an international 40+ creative team with US, Europe, and Asia members, while replacing tactical execution with targeted campaigns that supported each demographic and geographic market.
- Accelerated asset delivery leveraging technology, implementing agile workflows, systems automation, and process transformation to support real-time decision-making and updates.

PROMETHEUS REAL ESTATE GROUP

Creative Director: 55 Properties & 8 New Developments

June '18 - May '20

15% YOY increase in revenue and 160% improvement in customer engagement by establishing and driving marketing and creative strategies using data and customer-first decision-making.

- Successfully created 8 new brands, led the website redesign, and redefined the Prometheus core values with a focus on philanthropy.
- Strategic member of the Salesforce implementation team, leading customer lifecycle mapping, CRM automation, and identifying engagement opportunities to improve leasing and renewals by 30%.
- Generated cost savings of 500K by removing agency dependencies and expanded the team's skill set to increase monthly workload by 70%.
- Increased employee retention and satisfaction by 40% by implementing a career matrix focused on individual growth and achieving business goals.

TAILORED BRANDS INC.

Creative Director: Men's Wearhouse, Joseph Abboud, Jos. A Bank, Moores, K&G, Twin Hill, Alexandra UK, & MW Cleaners

May '14 - June '18

Advanced the global vision for all brands and marketing channels for national and international markets and increased sales and brand loyalty.

- Manage the creative expression for 8 brands with 30+ team members; supporting 5 e-Commerce, 2 rental, and 3 micro-websites, quarterly store display refreshes, and a 52-week TV momentum strategy.
- Increased workload capacity by 150% with only a 14% increase in resources by restructuring, expanding skill sets, and succession planning.
- Successfully rebranded Joseph Abboud, Men's Wearhouse & Jos. A Bank.
- Influential member of the cross-functional leadership team that defined and executed innovation programs including the Customizable Suit Builder app and digital store of the future experiences.
- **AWARDS:** VMSD Visual Merch & Store Design, Joseph Abboud 2015

SHUTTERFLY INC.

Creative Director: Tiny Prints, Wedding Paper Divas, & Treat

Nov '11 - May '14

Responsible for creative vision and driving revenue through all marketing initiatives resulting in 38% growth across all marketing channels.

- Created an in-house photo studio and reduced operating costs by 70% without sacrificing quality, quantity, and time.
- Managed over 300 projects per week to support the portfolio and increased resource capacity by 44%.

THE GYMBOREE CORPORATION

Sr. Design Manager: Gymboree, Play & Music, Janie & Jack, Crazy8, & Shade
Sept '07 - Nov '11

Managed the e-Commerce Creative Department and led website redesigns.

- Increased customer retention by 65% and acquisitions by 20% through targeted omnichannel campaigns.
- Conceptualized, designed, and coded trigger email campaigns responsible for 45% of e-Commerce and 20% of retail sales.

WILLIAMS-SONOMA, INC.

Senior Coordinator: West Elm: Jan '04 - Sept '07

Graphic Designer: Williams-Sonoma: Jan '03 - Jan '04

Responsible for developing quarterly campaigns, Art Directing, and Producing photoshoots in San Francisco & New York on time and under budget.

- Responsible for redesigning West Elm and William-Sonoma websites resulting in a 45% increase in transactions and a reduction in return rate.
- **AWARDS:** E-Commerce Excellence 2006 & Communication Arts 2004