##

## OVERVIEW

Passionate about providing excellent creative through a
multi-channel approach focusing on digital. Highly experienced launching campaigns and supervising from concept to delivery. Excellent mentor and leader for creative and marketing teams.
E-commerce and CPG has been the focus of my career. Work has ranged from huge brands with multi - million dollar budgets to smaller companies building their presence.

EXPERIENCE

### **Creative / Marketing Director | 226 Marketing Westminster, CO | February 2015 – Present**

Creative direction and marketing strategy for various clients including Coldwell Banker, Safe Families Sunday, This Little Goat, Organnabis/Buddasbest, Luceros Tavern, Resident Realty and Encore Tampa Bay. Work involves a 360º approach for all clients providing collateral, website design and programming, social media, SEO, CRM, in-store signage, video and media placements online, print, outdoor
and in-store.

### **Marketing Director | STARZ Entertainment**

### **Englewood, CO | February 2020 – August (Contractor)**

Promote all of the STARZ Original Series and all Theatricals. Responsible for strategy and creative direction for all of the DR (Direct Response) banners; the CRM programs including retention and acquisition, and promotional videos for all of the STARZ Original series and movies. Manage the creative and planning with all affiliate partners – Amazon; Google; Microsoft; HULU; ROKU; Apple; and XBOX. This involves storefronts; DR banners; emails; platform placements, and Promotions. Concepted on new ways to get in the market. Created “A Night Under the STARZ” - a series of outdoor viewing parties.

Click the icon

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226Marketing.com/Portfolio

Superior leadership in creative and marketing fields, fueled by passion for excellent creative based on strategy and analytics.

Stacey Izard

Creative Director

### **Creative / Marketing Director | HAUS and ebode**

### **Denver, CO | August 2015 ­– May 2016**

Pivotal role in the launch of HAUS, a home automation university designed to bring what was once considered luxury to the masses. Implemented an in house team to develop all marketing materials including websites, portals, 20+ videos, a CRM program, Direct Mail, e-mags, trade show booth designs, collateral, digital signage and facility site design. Worked directly for the CEO and lead a team of 7 including programmers, writers, designers and videographers. Led the creative and marketing for ebode, a home automation company, to create all materials to
drive sales with strong results. Created the benchmark for all of the companies attending
the university.

### **Associate Director of Digital Commerce | The Integer Group**

### **Lakewood, CO | August 2013 – February 2015**

Hybrid role as the lead of the Digital Center of Excellence at one of the largest shopper marketing agencies in the world. Through creative direction and strategy, provided omni-channel experiences for 44 P&G accounts including Pampers and Gillette Global, Beauty/Personal Care, and Family Care. Rolled out global toolkits for Pampers and Gillette coinciding with a large push to launch in China. Also contributed to Kellogg's, Miller Coors and Bissell for digital solutions. Mentored and taught agency wide lectures for best in class results to account and creative. Provided retail expertise for shopper experiences at Amazon, Soap.com, Walgreens, Drugstore.com, Target, Walmart, CVS, DG and more.

### **Associate Creative Director| Walgreens**

### **Chicago, IL | November 2011 – August 2013**

Creative lead for the shopper experience on Walgreens.com. Lead a team of 18 creatives and UX in developing all weekly promotions for Walgreens and vendors; responsible for the consumer shopping experience; and promoting customer awareness for Walgreens.com in all mediums. Work directly with merchandising and marketing teams to plan upcoming sales; increase sales goals and create more merchandisable pages. CSAT scores went from the low 70s to 86 in my tenure and that is the benchmark for all other teams at Walgreens.com and Drugstore.com. In addition to leading creative, I managed 3 agile teams locally and off-shore.

**Associate Creative Director | FCB**

**Chicago, IL | November 2009 – December 2011**
Digital lead on J&J Healthcare, on their biggest brand – Stelara®. Responsible for breaking the mold of healthcare by creating innovative, integrated, 360º campaigns. Lead the creative team in concepting and developing unique websites, digital media, print, broadcast, social networking, patient and doctor applications and videos. The launch of the product campaign saw a rise in 330% traffic to the website with an increase of 197% leads. The creative received Gold, Silver and Bronze DTC Perspectives Awards.

**Associate Creative Director | Critical Mass**

**Chicago, IL | July 2008 – November 2009**
Creative lead on P&G baby care - Pampers and Dreft. In charge of managing user experience, content and design for Pampers.com which has over 4 million registered users and growing. Worked closely with other key P&G agencies to deliver a holistic brand experience. Projects included new product initiatives on Pampers.com, rich media campaigns, mobile applications, widgets, video and working on the evolution of user experience. Led the redesign of Dreft; their first digital campaign and strategy for 2010.

**Sr. Art Director | Abelson Taylor | Chicago, IL
April 2006 ­– March 2008**
Senior member of the Interactive and DTC group at an award winning pharmaceutical advertising agency. Work consisted of broadcast, websites, online media campaigns, animations, kiosks, games and traditional print advertising and collateral. Worked directly with directors, photographers, producers and programmers to develop unique and original interactive media. Started the UX team to help clients see interactive sales kits prior to going into development. That team continues to grow. Concepted and presented creative and innovative tactics for new and existing accounts such as Amgen, TAP/Prevacid, Ther-Rx, Genentech, Astellas
and Eli Lilly.



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BRANDS

STARZ

Walgreens

P&G – 44 brands

Pampers

Gillette

Miller Coors

Kellogg's

J&J

Best Buy

Amgen

Hammermill

ROSS Stores

Bissell

ASU

Ross Stores

Baxter

H&R Block

APS Electric

Sonic

American Invsco

Motorola

Navigant Consulting

Siemens

Children’s Memorial Hospital

Capital One

Instant Auto

PetSmart

National Airlines

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Sonos

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## SOFTWARE

### Adobe Creative Suite; Microsoft Office Suite; Sketch; WordPress; SquareSpace; MailChimp; HubSpot and whatever comes next.

## EDUCATION

### BFA, Graphic Design | 1997 | University of Arizona | GPA 3.8 Kyle Craig Leadership Class Certificate, Denver, CO.

### Agile Certification, Chicago, IL.

### Certificate in Flash Action Scripting, Lynda.com on site classes, Ojai, CA.

### Certificate in Multimedia, ACGDS, Tempe, AZ.

### Lorenzo De Medeci International University, Florence, Italy.