

KATRINA REYNOLDS

BRAND DIRECTOR

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PROFILE

Creative and passionate brand marketing leader with 8+ years experience growing lifestyle and luxury brands. Skilled at developing brand identities and marketing strategies that emotionally resonate with target audiences. Thrives on collaborating cross-functionally to execute multi-channel campaigns that elevate brand image and drive business results. Most inspired when taking a hands-on approach to creative direction and content production. Core strengths in brand positioning, social media marketing, influencer partnerships, and integrated omni-channel execution.

EDUCATION

UNIVERSITY OF THE ARTS LONDON

DESIGN FOR FILM & THEATRE

Bachelor of Arts

SKILLS

BRAND STRATEGY & MANAGEMENT

- Brand Identity Development
- Marketing Strategy
- Creative Direction
- Brand Positioning
- Agency Management
- Cross-Functional Collaboration

MARKETING EXECUTION

- Email Marketing
- Social Media Strategy
- SMS Marketing
- SEO

CONTENT & DESIGN

- Creative Production
- UX/ UI Design
- Copywriting

PROFESSIONAL EXPERIENCE

BRAND DIRECTOR

BACKDROP | 2022

As Brand Director, developed and executed strategies to enhance brand presence and consumer engagement. Oversaw cross-functional teams, analyzing market trends, and leveraging consumer insights to create impactful campaigns to align with Brand vision and resonate with target audiences, contributing to brand growth and loyalty.

- Led partnerships with high-profile brands including Mattel, Interior Define, and F. Schumacher.
- Implemented monthly go-to-market strategies for new categories, products and partnerships.
- Owned email lifecycle management for two brands, including customer segmentation, loyalty, retention and acquisition.
- Implemented SEO program spanning Site, Amazon, and Blog.

DIRECTOR OF BRAND & MARKETING

CORPUS NATURALS | 2019 - 2022

As Director of Brand & Marketing, led growth strategy, driving awareness, engagement and sales across all consumer touchpoints contributing to a 2x revenue increase.

- Owned brand positioning and marketing strategy (Digital, Social Media, PR and CRM), including creative direction and product positioning for legitimization within luxury markets. Led UX/UI for site rebrand, taking CORPUS from a single sku offering to a multi-product lifestyle brand.
- Led art direction and content strategy. Managed Creative, directing product and seasonal campaigns for Digital, WW Retail, and PR.
- Responsible for the development and execution of 360° go-to-market strategies for product launches, owning end-to-end product lifecycle.

DIRECTOR OF SOCIAL MEDIA

JOSIE MARAN | 2018 - 2019

Established department and cross-channel strategies driving \$8.3M in revenue.

- Established Social Media Department; developed and implemented brand social strategy across Retail (Sephora/ QVC), eCom, Partnerships, PR and CRM, resulting in \$8.3M EMV, (144% YoY) maintaining a \$200K budget.
- Developed Influencer Marketing program, managing 100+ organic influencer relationships. Produced campaigns, resulting in \$53K EMV/ Ambassador, increasing Brand awareness 120%.
- Rebranded social identity, working in tandem with an external agency to revitalize brand image.

DIRECTOR OF SOCIAL MEDIA

BEYOND YOGA | 2016 - 2018

As Director of Social Media, created social media department and integrated marketing strategies with \$3M+ in revenue and 120%+ social awareness.

- Developed a cohesive marketing strategy and best practices for Social, Influencer and CRM; increasing efficiency through cohesive cross-channel marketing alignment while reducing marketing cost by 40%.
- Created Influencer Marketing program with a 120% increase in social awareness, producing a 4M monthly reach through strategic partnerships.
- Optimized social advertising, replaced low performing programs with a robust strategy seeing \$3M+ additional revenue.
- Established a Content Production team, elevating brand content and supporting larger marketing goals for cross-channel utilization including Digital, Retail, Social and Advertising with 2x+ engagement over standard brand creative.

AMERICAN APPAREL | 2013 - 2016

SR. DIGITAL MANAGER, SOCIAL & OMNICHANNEL | 2015 - 2016

DIGITAL MANAGER | 2014-2015

As Sr. Digital Manager, defined and led global social media marketing including branding, engagement, and conversion strategies WW.

- Led Social Media WW (50+ channels) seeing 400% growth over tenure managing 2 direct and 40+ indirect reports, seeing a 35+% YoY, monthly avg. reach of 56M and engagement of 2.5M.
- Managed Social Advertising program, with an annual budget of 2M+ and standard ROI of 7.8, reporting to Chief Digital Officer.
- Created omni-channel lead Programs with a 7%+ lead acquisition avg. MoM
- Worked with legal counsel to standardized Social Media procedures, reducing potential business risk factors on an international scale.

SOCIAL MEDIA COORDINATOR | 2013 -2014

As Social Media Coordinator, led social content creation, provided cross-channel alignment, executed promotions with media partners and managed CRM across social channels for an international retail brand.