



MARLA STOUGH

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EDUCATION

MASTERS OF PROFESSIONAL
STUDIES IN BRANDING
School of Visual Arts,
New York, NY

BACHELOR OF FINE ARTS
IN GRAPHIC DESIGN
The College of Saint Rose,
Albany, NY
Minor in Art History

ASSOCIATIONS & AWARDS

Employee of the Year,
representing the USA branches;
AMOREPACIFIC US Inc., 2008

AIGA, New York chapter (since 2003)

Damsels in Design (since 2013)

Designers' Education League,
Advisory Council (since 2015)

SKILLS

Adobe Creative Suite
InDesign, Photoshop, Illustrator,
Dreamweaver, Fireworks, Flash

Microsoft Office Suite
Powerpoint, Word, Excel

Print Production
traditional and electronic pre-press

Photography
black/white, color, digital, studio,
and alternative processes

Fine Arts
three-dimensional design,
screen printing, drawing, painting

INTERESTS

bespoke fragrance
world cuisines
fine art, hidden new york
beauty in the mundane

PROFESSIONAL EXPERIENCE

REVLON INC. New York, NY
Global Creative Services Manager

March 2013–Present

- + **Visual Branding:** develop and maintain Revlon Consumer brands (Revlon—including Color Cosmetics, Hair Color, and Beauty Tools—Almay, and Mitchum) across local and global channels; conceptualize and execute rebranding initiatives for Revlon and Almay, including the Revlon Pop-Up Shop and Almay Tour Bus; design internal and customer conference branding and materials,
- + **Team Development:** hire and manage design staff (graphic designers, production artists, interns), develop structured internship program with a syllabus for each semester, tailored to the skill sets and desired experiences of the students; delegate and direct Global Marketing creative projects to ensure smooth workflow and delivery against tight timelines,
- + **Product Launches & Promotion:** conceptualize and produce of all materials for consistent, impactful launch plans, including visual merchandising, retail displays, special events, direct mail pieces, brochures, and national print and digital advertising,
- + **Package Design:** lead design and production of packaging as part of brand repositioning for Revlon, Almay and Mitchum to heighten awareness and engagement, lead development of packaging concepts for pre- and in-market testing, design packaging for Marchesa Red Carpet and Spiderman Electric Chrome collections,
- + **Digital Asset Development:** design and produce of visually branded campaigns for various social media platforms (Facebook, Twitter, Pinterest, Instagram, LinkedIn) and online promotion
- + **Creative Services:** collaborate with internal teams (Global Marketing, Customer Marketing, Sales, Human Resources, Executive) to maintain visual brand consistency through internal and external touch points such as employee and executive presentations, brand guidelines, training manuals, display concepts, and events; provided a cost savings of over \$1.5 million between March 2013–October 2015

AMOREPACIFIC US, INC. New York, NY
Senior Graphic Designer
Graphic Designer

April 2008–March 2013

May 2006–April 2008

- + **Visual Branding:** development and maintenance of the South Korean-based Amorepacific and Sulwhasoo brands in the US market, across local and national channels, led creative development of visual merchandising for the launch of Amorepacific in Sephora and Nordstrom,
- + **Product Launches:** conceptualization and production of all materials for consistent, impactful launch plans, including visual merchandising, retail displays, special events, direct mail pieces, brochures, national print, and digital advertising,
- + **Flagship Store & Spa:** conceptualization and execution of cohesive, visual programs including window displays, visual merchandising, promotional collateral, even invitations, holiday gift packaging, and promotional email system,
- + **Brand Partnerships:** logo design and visual treatment for 2013 partnerships, including Memorial Sloan-Kettering Cancer Center "Creating Beautiful Lives" and the New York Botanical Garden "Wild Medicine" exhibit,
- + **Package Design:** development of limited edition, retailer-specific giftset packaging to provide newness and to heighten brand awareness,
- + **Digital Asset Development:** design and production of visually branded campaigns for various social media platforms (Facebook, Twitter, Pinterest) and online promotion
- + **Creative Services:** collaboration with internal teams (Marketing, Sales, Human Resources, Executive) to maintain visual brand consistency through all touch points, internal and retailer presentations, brand and training manuals, customer events, interior space design,
- + **Team Management:** hiring and management of freelance designers and various production vendors (print, packaging, display, fabrication, photography),

ADDITIONAL EXPERIENCE

COTTONELLE New York, NY
Consultant, Masters in Branding Thesis

May 2012–July 2012

- + **Brand Positioning & Strategy:** development of a brand commercial program that emphasizes the emotional benefits of using both Cottonelle Comfort Care and Fresh Care together
- + **Research & Executional Strategies:** development of hypotheses and application of "big idea" to various touch points aimed at increasing brand awareness and sales growth
- + **Project and Team Management:** assessment and application of team members' strengths and management of workflow to ensure timely deliverables

RAILING DYNAMICS INC. Egg Harbor Township, NJ
Graphic Designer

June 2004–April 2006

- + **Brand & Product Development:** naming, development, and application of Strata Decking and Novaline Railing Systems brands to product sample kits, brochures, quick start ordering guide, instruction manual, packaging, and point-of-purchase display graphics,
- + **Visual Merchandising:** design and production of various branded displays, including trade show banners & installation, Point-of-Sale retail displays, product demonstration displays,
- + **Collateral Design:** conceptualization and production of postcards, brochures, self-mailers, packaging, and display graphics applying the Endurance, Strata, and Novaline product line identities in conjunction with the RDI umbrella brand