

Brett Dean

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CREATIVE DIRECTOR, BRAND MARKETER & DIGITAL STRATEGIST: Experienced Global Vice President with a demonstrated history of leadership in B2B, Retail, and E-commerce. Skilled in Omni-channel Brand Storytelling, Creative Direction, Packaging, Visual Merchandising, Marketing, Strategy, and all Digital and Social Media platforms. A team-first mentality that extends to every individual and the collective. Several areas of Creative Studies and Executive Education focused on Brand Equity from The Wharton School.

VINEYARD VINES, Stamford, CT, 6/23 to 6/24

Vice President, Brand Marketing and Creative

- Reporting to the CEO, 6 direct reports, a team of 13, plus agencies.
- Develop and execute strategies, campaigns, and experiences for a fleet of 79 brick & mortar stores (plus outlet), E-commerce, and Social Media.
- Lead in the creation of catalog, copy, direct-mail, paid, and organic digital assets.
- Participate in CRM segmentation strategies, SEO, performance, and programmatic marketing tools.
- Reinvigorate the brand to regain traction in Millennial and Gen Z markets.

ATTENTION MEDIA CO., Williamsburg, BK-NY, 4/18 to 6/23

Co-Founder & Creative Director, Digital Marketing and Creative Content Agency, <https://www.attentionmediaco.com/>

CLIENTS: Olaplex, Glamsquad, Follain, Covet & Mane, and Kat Burki

Experts in crafting creative and marketing strategies to keep beauty brands top-of-mind and top-of-the-feed.

- **CREATIVE SERVICES:** photo-shoots, videography, Illustration, copy-writing, print, packaging, social media, web-design, UX and UI.
- **MARKETING SERVICES:** search engine optimization, email packages, mobile marketing, community management, reputation management, public relations, influencer marketing, cause-marketing, and analytics. Web, print, and broadcast advertising.

THE ABSOLUT COMPANY (Pernod Ricard), New York, NY/Stockholm, Sweden, 3/21 to 4/22

Head of Creative, North America

Absolut Vodka, Malibu Rum, and Kahlúa

- Reported to the SVP of Creative with multiple direct reports and agencies.
- Developed and implemented a Global content communication strategy for the three iconic brands.
- Interfaced with US and Global teams to produce award-winning work across traditional, digital and emerging media platforms.
- Managed multidisciplinary agencies/teams for B2B and retail campaigns.

ESTÉE LAUDER COMPANIES, New York, NY, 10/12 to 3/18

Vice President, Creative

Bumble & Bumble, Haircare

- Reported to the Brand President, 5 direct reports, a team of 22.
- Launched 17 new product and package designs for North America and Global test markets.
- Successfully launched the hair care category into Sephora; exceeded plans by more than \$11MM.
- Reinvigorated the B2B Salon network through promotional programs, merchandising, and creative tool-kits.
- Relaunched the website making it a destination for story-telling and marketing initiatives building the e-commerce business by 8%.
- Orchestrated the Instagram launch and marketing strategy to become the Social Media leader in prestige haircare.

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ESTÉE LAUDER COMPANIES, Continued

Project Leader: Lab Series, Men's Skincare

- Structured in-house creative and marketing teams.
- Conducted a re-branding including brand expression, brand voice and merchandising.
- Developed new products into the US and International markets exceeding financial goals.
- Launched the brand into T-Mall (China's Amazon), beating plan by \$8MM.

Project Leader: Estée Lauder Ventures

- Formulated new brand concepts and go to market strategies for new brands.
- Redefined the brand aesthetic and voice for dormant brands.

AÉROPOSTALE, New York, NY, 10/10 to 10/22

Vice President, Creative

Aéropostale and P.S. Kids

- Reported to the SVP Marketing, 4 direct reports, team of 8.
- Developed brand-ambassador and influencer programs ahead of the trend.
- Oversaw the creative and marketing strategies to promote store traffic.
- Budget management.
- All creative output.

ABERCROMBIE & FITCH, Columbus, OH, 11/05 to 10/10

Head of Brand Marketing and Creative

Abercrombie & Fitch, Abercrombie Kids, Hollister Co., Ruehl No.925, and Gilly Hicks

- Reported to the CEO, 7 direct reports, team of 46, plus agencies.
- Successfully launched International flagship strategies and launch programs for A&F and Kids.
- Structured the PR and Marketing efforts for international mall openings for Hollister.
- Grew e-commerce to 12% of total business.
- Launched the core brands into the Social Media space.
- Ran all PR platforms, foreign and domestic.
- Controlled all media plans and production.
- Oversaw all creative output and agency relationships.
- Managed the social/digital P&L and analytics.

CALVIN KLEIN COSMETICS (Unilever/Coty), New York, NY, 10/01 to 10/05

Creative Director, Multi-brand Fragrance Collection

- Reported to the VP Creative, 2 direct reports, team of 4, plus agencies.
- Created promotional items for North America and Global wholesale distribution.
- Conceptualized and created new product launch initiatives.
- Lead creative for all marketing and PR efforts.

EDUCATION

Wharton School at the University of Pennsylvania, 2014, Executive Education

School of Visual Arts, 1999-2001, Graphic Design

Stella Adler Studio of Acting Los Angeles, Acting/Theater

Bradley University, Fine Arts