

Joanna Reagan Ewing

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Highlights

Global Creative Leader of 100+ employees in brand marketing, imagery, social media, experiential activations, and campaigns.
Director of omnichannel marketing for over \$1.3b in annual revenue, driven by mobile engagement and e-commerce growth.
Expertise in audiences aged 18-35; apparel, active, home, beauty, tech, intimates, music, and entertainment lifestyle customers.

Executive Creative Director and Brand Consultant Joanna Ewing Studio January 2013 - Present

- **Executive creative direction and business consulting** for global retail, tech, financial, and marketing/advertising industries.
- Clients include emerging and established brands, artists/musicians, agencies, and venture capital and investment firms.

Chief Executive Global Creative Director Urban Outfitters February 2017 - October 2017

- **Led globalization of creative hierarchy and communications**, with 7 direct reports and 100+ team members in NA + Europe.
- Selected by URBN to co-develop and roll out “digital first” **corporate restructuring of 200+ brick-and-mortar teams**.
- Directed key initiatives in brand reputation management, public relations, and internal employee engagement programs.
- Spearheaded audience-focused **social/experiential strategy** driven by **entertainment, video, music, and mobile media**, including major events, top artists/musicians, media partnerships, influencer/celebrity campaigns, and community activations.

Global Executive Creative Director, Marketing and Imagery Urban Outfitters May 2016 - February 2017

- Developed and directed partnership creative campaigns for **UO x adidas, Fila, Calvin Klein, Tommy Hilfiger, Nautica**, + more.
- “Outstanding” brand marketing drove **best comp in 12 quarters** and one of the most profitable quarters in UO’s history.
- **Innovative social video strategy** resulted in L2 noting UO as “the most prolific brand on the platform with 83% video content.”
- Industry-leading marketing creative drove significant mobile traffic and revenue, with Instagram +65% and Pinterest +52%, averaging **six-figure customer likes, 200k new followers per month**, and **over 19m likes per quarter**.

Executive Creative Director, Brand Marketing and Imagery Urban Outfitters December 2013 - May 2016

- **Re-attracted core customer** via relaunched imagery and marketing direction, resulting in strong traffic/engagement gains.
- Successfully transitioned brand creative emphasis from catalog to social/mobile, attracting 50m+ digital visitors per quarter.
- Directed social platform relaunch, from strategy to execution; achieved **L2’s Digital IQ Index Top 10 List** for 3 years running.
- Newly elevated studio imagery, digital creative, and “exceptional” marketing campaigns drove full-price conversion resulting in **record-setting sales** and **consistent double digit comps** for UO Direct.

Creative Director, Photography Victoria’s Secret September 2013 - Dec. 2013

- Conceptualized select seasonal campaigns, catalogs, and social assets for the global brand leader in women’s intimate apparel.
- Selection and direction of **globally renowned photographers and models**, set designers, stylists, hair, and beauty talent.

Creative Director Nasty Gal April 2011 - January 2013

- Creative Director of known Nasty Gal identity, including logo, packaging, website, imagery, styling, casting, and brand voice.
- Directed and executed digital marketing, social media, events, and PR strategies, **driving 1000% YOY follower growth**.
- **Named the #1 Top Retail Company** on the 2012 Inc. 5000 list; supported then-CEO on pitch for \$40m series B round.
- Expanded creative staff five-fold to support rapid growth. Recruited and managed team of 27 employees, with 7 direct reports.
- Achieved industry-leading sales milestones, including record-setting Black Friday and Cyber Monday campaigns and 400% year-over-year growth —from **\$24m in 2011 to nearly \$100m in 2012**.

Director of Creative and Brand Management

Urban Outfitters

June 2008 - April 2011

- **Creative Director of UO's catalogs**, editorials, and branded collaboration campaigns, with a **monthly circulation of over 1m**.
- Led team of 8 designers, stylists, and producers in budgeting, merchandising, casting, shooting, and post/printing processes.
- Directed books from concept to execution; **traveled worldwide to lead shoots** and ensure brand vision was carried through.
- Managed department's content and digital marketing directives; creation of assets for site, press, events, NA/EU retail stores.
- **Created branded media** with renowned artists **Alec Soth, Cass Bird, Gia Coppola, Stephen Shore, Harmony Korine**, + more.

Director of Visual Merchandising, UO Direct

Urban Outfitters

December 2007 - June 2008

- **Led creative merchandising, casting, styling, pagination, and design** review for UO's catalogs and direct marketing efforts.
- Responsible for establishing team hierarchy, processes, and job roles in then-emerging e-commerce creative division.
- **Conceived and executed Back-to-School campaigns**, including merchandising, styling, site navigation, and e-mail marketing.
- Developed pagination and "Shop the Site" meetings to analyze DTC shopping experience from end-user's perspective.

Visual Merchandiser

Urban Outfitters

January 2005 - Dec. 2007

- Managed visual staff, display artists, and sales associates for #3 volume store in UO chain, located in New York City.
- Led seasonal store renovations, window presentations, and product flow, resulting in **+33% year-over-year sales increase**.
- Selected by corporate team to develop company-wide visual directives and lead store openings and seasonal prototypes.
- **Mentored and trained new creative talent** within the NYC district, developing several to long-standing careers at UO.

Education

Hunter College CUNY, Media Studies + Literary Theory / Criticism

Parsons School of Design, Fashion Design

University of Central Florida, Art + Art History

Skills

Proficiency in Adobe Creative Suite, Capture One, Microsoft Office Suite

On-set directing for photography and videography (location and studio)

Writing, editing, and independent book publishing

Related Experience

Charitable collaborations with GLSEN, The Attic Youth Center, and VH1's *Save the Music* Foundation

Photography mentor and portfolio panelist; juror for *PDN's 30*