

DARRYL POWLUS

Email: darrylpowlus@mac.com | Phone: 917.699.9988 | Portfolio: www.darrylpowlus.com

PROFESSIONAL SUMMARY:

Results-driven Creative Director with over 20 years of experience in elevating brand identities, driving innovative creative strategies, and leading cross-functional teams. Proven expertise in fashion and retail, including brand development, digital and print design, and creative project management. Excels in optimizing brand consistency, boosting consumer engagement, and delivering exceptional results.

EXPERIENCE:

CREATIVE EVOLUTION | ATLANTA, GA | 03.2023 - present

During my corporate hiatus, I embarked on a journey of global exploration, traveling extensively to draw inspiration from diverse cultures and art forms. I immersed myself in language acquisition, learning a new language to enhance my communication skills and deepen my cultural understanding. I dedicated significant time to personal art projects, experimenting with new mediums and concepts, allowing for a profound artistic connection. Alongside these personal pursuits, I engaged in contract creative work, applying my skills to various projects and collaborating with diverse clients. This creative freedom enabled me to refine my skills and explore innovative design ideas without constraints. I have returned from this transformative experience with a refreshed outlook, renewed passion, and enriched creative perspectives.

SR. CREATIVE DIRECTOR **CARTERS INC** | ATLANTA, GA | 10.2019 - 02.2023

- Led a diverse team of art directors, creative directors, copywriters, content creators and designers to successfully rebrand a promotional brand, achieving a modern, relatable look while balancing emotion and promotion.
- Launched Carter's first organic baby brand, "Little Planet," achieving \$20MM in the first year and becoming the #3 organic baby brand in the US and Canada within two years.
- Executed Carter's first-ever elevated celebrity partnership with overwhelming response and sell-through in just 72 hours.
- Oversaw the redesign of the multi-channel e-commerce platform, optimizing for SEO and integration into the new content management system.
- Transitioned direct mail strategy from print-first to digital-first, resulting in an 18% omni-channel lift.
- Drove significant growth of 11% in direct-to-consumer sales through innovative creative marketing strategies and optimized customer journey experiences.
- Developed and executed packaging/branding strategies that enhanced product visibility while reducing packaging costs by 10%.

CREATIVE DIRECTOR **NEW YORK & COMPANY** | NEW YORK, NY | 11.2009 - 09.2019

- Led creative development and execution of campaign strategies, enhancing brand image and market penetration through celebrity brand ambassadors elevating brand awareness YoY by 18-20%.
- Managed an in-house creative department, overseeing all aspects of campaign development and execution.
- Collaborated with cross-functional teams to ensure cohesive brand messaging and visual identity across all platforms..
- Spearheaded innovative marketing initiatives, including a loyalty and credit card program driving increased customer engagement and brand loyalty and 2mm bump in customer activation.
- Directed the conceptualization and execution of high-visibility celebrity projects, ensuring timely delivery and alignment with strategic business objectives for a twice renewed contract.
- Collaborated with cross-functional teams to produce cohesive packaging designs, improving customer satisfaction and brand loyalty.

ASSOCIATE CREATIVE DIRECTOR **VIVRE** | NEW YORK, NY | 10.2007 - 12.2008

- Creative direction for print and digital media, including luxury branding catalogs, magazine publications with a reach of over 2 million including placement of 500k in BLACKSTONE properties, packaging, and digital assets.
- Directed and led cross-functional print and digital design teams, providing guidance, mentorship, and oversight for execution and creative development incorporating digital marketing strategies.
- Collaborated with head merchants to curate and design store opening and in-store experiences and PR/EDITOR events.

SR. ART DIRECTOR **BLOOMINGDALES** | NEW YORK, NY | 10.2002 - 10.2007

- Led creative direction for branding catalogs, magazines, newspapers, and promotional materials.
- Managed creative teams and maintained brand identity consistency.
- Oversaw end-to-end photo shoot production, including location scouting and talent management.
- Trained, supervised and managed creative team of art directors, assistant art directors, graphic designers and freelancers.

QUALIFICATIONS:

- Proven leader and mentor with exceptional organizational, communication, and interpersonal skills adept at implementing creative strategies.
- Proficient in managing creative projects from conception to completion, including product, lifestyle and campaign photo direction.
- Comprehensive knowledge of digital creative direction and execution.
- Proficient in Adobe Creative Suite, XD, Premiere Pro, After Effects, and FIGMA for graphic design and digital marketing.

EDUCATION:

TEMPLE UNIVERSITY | BA in Journalism, Advertising and Public Relations; Magna Cum Laude