

Jacqueline Walsh

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MARKETING & CREATIVE EXECUTIVE

Strategist and brand storyteller with expertise in developing go-to-market initiatives that fuel business growth and drive brand loyalty. Experience growing, repositioning, and sustaining brands across retail and digital.

- **History of delivering omnichannel marketing activations for fashion retail brands**—translating business, brand, and customer goals into actionable project plans—creating brand content that captures the attention of prospective customers and provides compelling reasons to discover, engage with, and shop the experience.
- **Highly analytical, creative business thinker** with both right brain and left-brain orientation, discerning taste level, and demonstrated track record of accomplishment working in a multifaceted environment encompassing direct-to-consumer structure along with cross-channel experience in all facets of the brand – retail, wholesale, and ecommerce.
- **Brand operations leader for multiple activations**—aligning ideas and execution, setting, and managing timelines and budgets, managing, and synthesizing cross-functional inputs, writing go-to-market plans, and capturing learnings.
- **Marketer for compelling content across digital channels**, translating brand messaging to align with varied media for maximum impact and consumer reach, including virtual events, industry landing pages, emails, social media, webinars, and YouTube. Digital background complemented by strong visual experience during career.
- **Focus on taking digital brands into the 3D space** (popups, events, showrooms, shop-in-shops, virtual reality retail), reaching new customers, engaging with existing customers in a new way, or starting a new division or brand.

Core Competencies Include

Multichannel Brand Strategy | Experiential Marketing & 3D Experience | New Brand Launches | Visual Storytelling
Visual Experience | Content Marketing | Training & Development | Collaborating | Budgets/P&L | Team Leadership

CAREER PATH

STRATEGIC CONSULTANT | Brand Strategy, Growth Strategy, Visual Experiences, Creative Services

2021 – Present

Referred for projects through industry network, bringing a marketing-focused lens to launch and evolve brands, amplify reach through holistic communication and 3D experiences, and implement systems and processes to drive efficiency.

- [wearcommando.com](#): Concepted and executed 1st retail pop up location for brand in Soho New York. Oversaw all events and activations. Worked closely with Marketing and PR teams to grow awareness, leveraging the store as a destination to see the brand come to life.
- [The Nantucket Project](#): Served as Event Producer for the 10th gathering of The Nantucket Project live event in September 2021 and September 2022. Partnered cross-functionally to manage, and direct successful execution of all experiential activations and custom events assigned.
- [Banter](#): Developed refresh strategy in line with rebranding, creating new in store experience, new sign package, packaging program updates and in store activations. Produced first editor's event for rebrand, generating buzz around product and piercings.
- [Williams New York](#): Involved in creative services management—spanning shoot production, operations, and budgeting—for this creative agency specializing in luxury real estate. Joined creative team in developing tailored, compelling brand experiences for clients, communicated holistically through photography, film, print, and websites.
- [The Children's Place](#): Contributed to successful launch of new fashion brand, Sugar and Jade, including press event design, activations, and website content.
- [Nic+zoë](#): Developed strategic marketing plan and roadmap for the next 6-12 months to optimize and expand web business to spark more meaningful connections with customers and prospects.

EILEEN FISHER | Director of Creative Operations & Brand Experience

2017 – 2020

Recruited to steer creative and brand efforts across digital, print, social, retail, and product. Led 10-person department (3 directs) in content and production of all omnichannel brand assets. Drove 360 workflows/schedules for creative programs; established and managed budget/P&L with focus on cost reduction; managed vendor relations and contract negotiations.

DIRECTOR OF CREATIVE OPERATIONS & BRAND EXPERIENCE AT EILEEN FISHER:

- **Developed and launched flagship prototype store in Brooklyn** designed to engage apparel brand with younger demographic through a community-oriented retail experience showcasing new and up-cycled designs, while hosting neighborhood-oriented talks/events (with Eileen Fisher/guests) and workshops on sustainable living and fashion.
 - Resulted in 19% increase over initial sales plans and green light for test rollouts to 5 sites prior to 68 locations.
 - Created immersive, 3D brand experience by linking in-store event marketing, onsite visual storytelling showcasing the full lifecycle of the brand's product, and omnichannel content marketing leading to uptick in social activity.

- Spearheaded strategy and execution of new concept (signage, visuals, windows, merchandising, props, etc.).
- Coached and trained store teams to create and host new indoor/outdoor, dynamic art and retail space.
- **Instituted new creative process that streamlined creative briefing and workflow**, from inception through execution, and established cross-functional team to execute on key deliverables.
- **Generated 22% savings in 2019 for brand photography and brand experience** through monthly budget forecasting.
- **Established in-house digital studio** to support brand, .com, and sales team, as well as ideate opportunities to expand brand reach and streamline sales experience, including through digital showrooms with 3D virtual sampling.
- **Increased speed to sale with new digital model program for virtual wholesale showroom**, quickly pushing product imagery to salesforce, resulting in \$350K savings in samplings.

ASCENA RETAIL GROUP | Vice President of Brand Marketing & Creative at Dress Barn

2013 – 2017

Recruited to define and develop overall marketing and visual experience strategy for fashion brand across ecommerce and retail stores, leveraging consumer insights to signal brand turnaround, ensuring cohesion across all marketing channels. Led and coached 25-member team (creative, visual, merchandising, project management, and pre-/post-production). Reported directly to CMO and worked cross-functionally with VPs across creative, design, marketing, sales, and planning.

- **Spearheaded marketing strategy and creative for rebranding campaigns** to redefine brand identity and elevate brand equity for greater market control and clout through innovative marketing and product merchandising, including new private label, product brand consistency, new web content, and direct mail pieces.
 - Moved the needle at 1,500 stores on visual presentation through brand education and merchandising training.
 - Changed customer perception and drove awareness across core customer targets: website, email, paid social, organic social, retargeting, and loyalty.
- **Drove 13% increase in unit capacity on selling floor and 15% payroll reduction** with new visual directives/tools that amped up retail space to "sell itself" by optimizing layouts, merchandising, displays, and storytelling for profitability.
- **Designed branded marketing experience for special events**, including showrooms, pop-ups, manager conferences and BOD meetings.
- **Developed 3 new store prototypes across tiered store strategy**, resulting in 17% lift in first month by reducing store footprint while increasing dollars per square foot. Sourced and partnered with outside design agency.

TALBOTS INC. | Vice President of Marketing, Corporate Visual Merchandising

2008 – 2013

Recruited to amplify brand value through omnichannel, integrated brand marketing across ecommerce, direct mail, retail, and outlet businesses. Developed 360 marketing strategy for product launches, retail stores, and special projects, organizing with cross-functional teams to achieve brand and business impact. Took charge of visual merchandising and web branding teams, driving direction on creative content and visual storytelling across all brand touchpoints, ensuring clear understanding of strategy, performance, and product opportunities. Led 33-person cross-disciplinary team.

VICE PRESIDENT OF MARKETING AT TALBOTS INC.:

- **Improved brand profile and positioning** by refining and refreshing brand storytelling infused with modern sensibilities and brand tenets, along with customer-centric retail models, to deepen connection of brand to customers.
- **Rebranded Talbots direct mail and ecommerce in line with updated brand image**, resulting in 25% increase in overall sales in first year with greater ease of shopping and stronger connection to the overall brand experience.
- **Positively impacted store traffic by 15% and sales by 23%** through the development of new visual concepts, visual merchandising strategies and in-store collateral, working in partnership with creative team.
- **Developed new store prototype to drive new brand positioning and increase customer engagement**, working in collaboration with outside agency, store construction group, and design team.
- **Elevated team to achieve new performance heights** by pushing boundaries to think differently and execute efficiently, coaching towards strengths, and empowering through partnering, inclusion, and coaching; created new hierarchy and advanced members for promotion.

EARLIER EXPERIENCE

Started career as Store Manager at The Limited Brands. Joined J. Crew Group Inc. as Multi-Store Visual Merchandiser, then Editorial Director, progressing to VP of Marketing (1998 – 2002). Recruited to Kenneth Cole Productions as VP of Marketing (2002 – 2008).

EDUCATION

Bachelor of Arts (BA), Marketing | Fashion Institute of Technology, NY