

Kaitlyn Thomas

Denver, CO

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Creative Director

Product & Brand Identity
Marketing Strategy
Consumer Research

Creative Campaigns
Content Development
Art Direction & Production

Degrees: **BS, Design & Merchandising**, Colorado State University

Industries: Women's Lifestyle & Fashion, E-Commerce

TECHNOLOGIES

Adobe Illustrator
MS Office
Digital Photography

Adobe InDesign
Google Analytics
HTML/CSS

Adobe Photoshop
CRM/Marketing Automation
Web Design & Development

WORK HISTORY

Marketing Director, RuMe Inc, *Centennial, CO*

(Jul. 2020 – Present)

- Lead 3-person team of creative specialists to define and drive marketing and communications strategies, branding, and image across \$8M catalog of branded and promotional products
- Completed a defined and cohesive branding update in 4 weeks, including revamped visual standards, content strategy, physical product design, website, social, and brand campaigns
- Re-launched myrume.com as a reconfigured ecommerce channel, increasing overall website speed by 189% and online checkouts by 23% - from a 3.36% to a 4.13% conversion rate
- Distilled core messaging into differentiated, inspiring visual interpretations across digital marketing and social channels, driving overall revenue increase of 57% month over month
- Responded to business needs by developing creative solutions to sell through 38.6% of excess closeout inventory in 6 weeks through ecommerce, wholesale, and closeout channels
- Elevated Fall 2020 new product launch by developing creative brief and campaign initiatives for photography, graphics, digital marketing, and influencer placements

E-Commerce Marketing Manager, Strut Shoes, *Denver, CO*

(Dec. 2019 – Jul. 2019)

- Deployed social media content strategy and increased average sales conversion rate on social media from 0% to 3.6% through creative content strategies and storytelling
- Planned, styled, and executed professional photography, mood boards, and campaigns for 1000 unique products on model and flat-lay for website, marketing materials, and social media
- Redesigned email visual standards and messaging, increasing engagement and revenue from average of 11.6% with <1% conversion to average of 23.9% with 2.7% conversion

Co-Founder / Creative Director, Nuorikko, LLC, *Denver, CO*

(Dec. 2016 – Dec. 2019)

- Developed & launched luxury apparel startup based on award-winning custom fit technology, achieving gross revenue increase of 150%+ month over month
- Hired and managed a team of 5 employees, trained and focused them to interpret customer's needs and motivations into inspiring creative and meaningful marketing
- Planned & executed seasonal runway shows with live streaming + shopping on social media, including marketing calendar, promotional material, advertising, & influencer campaigns
- Directed and produced 1-2 editorial photo + video shoots per month, PLUS 2-3 social media / product photo shoots per week, managing all styling, photography, and talent direction
- Complete brand development, including logos, typography, website, social media, & imagery

Creative Manager, MOBS Marketing, *Denver, CO*

(Feb. 2018 – Jul. 2018)

- Temporary contract position managing multiple simultaneous projects across branding, graphics, and advertising for national clients, incl. AAA, Pandora, and Mystic Mountain Distillery
- Developed & organized visual content for digital, media, and print channels, and owned asset review and content strategy across 80 individual brands and partners
- Created and presented pitch decks that helped secure over \$100k in new business in 6 months
- Managed Mile High Harley Davidson brand refresh, media strategy and placement, social media content, and launch strategy and analytics for campaign featuring local radio personality

Senior Designer – Spyder, Global Brands Group, *Boulder, CO*

(Jan. 2016 – Mar. 2017)

- Team lead for 2 direct reports & 8 indirect partners in design and merchandising of Men's, Women's, and Kids assortments in excess of \$90M wholesale business
- Managed inventory database and product catalog for wholesale and ecommerce, matching styles with up-to-date product drawings and technical photography for 800 SKUs per season
- Collaborated with Marketing Team to ensure a consistent brand aesthetic for existing and new product development across Olympic Team Gear, technical outerwear, and lifestyle products
- Increased luxury outerwear sell-through 28% by strategically developing a partnership between 40th Anniversary Spyder Heritage campaign and U.S. Olympic Ski Team official uniforms

Private Label Product Developer, The Sports Authority, *Denver, CO*

(Mar. 2013 – Jan. 2016)

- Applied brand and creative strategy to develop and promote products for 7 unique brands across \$100M private label business for Men's, Women's, and Children's apparel
- Oversaw & managed communications, specifications & individual development calendars for 30 different factories, suppliers, and partners each season
- Established \$280k in new business in 2015 by utilizing analytics and long-term results from national brands to develop private brand Slalom to fill whitespace in leisure snowsports
- Managed & leveraged department's seasonal sampling, travel, and raw materials budgets
- Traveled to 8-10 different markets throughout the U.S. and Canada each season to conduct qualitative and quantitative research across demographics and understand how each target market interpreted and connected with the brand, its competitors, and adapted to trends

Visual Merchandising Manager, H&M, *Denver, CO*

(Jul. 2012 – Mar. 2014)

- Actively recruited to Flagship Store revitalization team to execute corporate vision
- Improved scores for store visuals from 67% to 96% - the highest in the U.S. - helping to reduce \$1M sales deficit by 50% in 6 months
- Directed specialized teams in support of 6 new store openings across the Western Territory

Founder & Designer, KaiT Design, Fort Collins, CO

(Aug. 2007 – Jul. 2012)

- Founded domestic Women's apparel company focused on sustainable, local production, growing and maintaining a network of 8-15 freelance and creative production resources as well as domestic and international suppliers
- Created and managed ecommerce website, inventory, and fulfillment of 2 lines per year across ecommerce, wholesale, and direct-to-consumer events
- Lead and oversaw all marketing creative development (photography / videography, product design, and branding) across digital and traditional channels and mediums

EDUCATION

B.S., Apparel Design & Merchandising, Honors, Cum Laude, Colorado State University

ADDITIONAL EXPERIENCE

➤ **Achievements**

Nationally Recognized Entrepreneur

Top 50 Tech Company Award: Fashion Technology (InterCon, 2019)

Best New Ethical Fashion Brand (Denver Startup Week, 2018)

Rising Star Winner (Fashion Group International, 2011)

Designed & Developed U.S. Olympic Ski Team Official Gear (2018)

➤ **Additional Experience**

Fashion & Lifestyle Blogger

(2019 – Present)

- Designed and developed website, branding, social media platforms, and complete content strategy for studdedsidewalks.com
- Increased social media followers from 300 to 3000 in 2 months
- Styled and produced fashion & lifestyle photography for 2+ shoots / week
- Media relations with local and national partners and affiliates including knowledge of media operations, newsroom responsibilities and editorial decision-making
- Created weekly blogs and social media content across topics such as fashion and style, travel, self-care, relationships, art, and brand partnerships & reviews
- Negotiated affiliate partnerships with international brands, and leveraged analytics and strategic campaign metrics for 3-4 individual brands & campaigns per month

Freelance Creative, Graphic, & Web Design

(2011 – Present)

- Styled, photographed, edited, and published product photos, content, & complete marketing campaigns across digital marketing, traditional marketing, social media, and ecommerce platforms including Wordpress, Shopify, Squarespace and other platforms
- Completed market research, mood boards, creative strategy, and editorial direction for 300+ unique campaigns for 35 clients
- Created and managed websites, brand identity, social media campaigns, and ecommerce inventory for 3-5 brands at one time
- Nationwide clients include J.W. Marriott, My Big Fake Wedding, Mary Kay, Denver Center Alliance, Your Castle Real Estate, & U.S. Army Corps of Engineers

➤ **Volunteering**

Art Director & Stylist, Courageous Faces Foundation, Denver, CO (2017 – 2019)

- Style-outs and on-set direction for the “Faces of the Foundation” campaigns
- Communicated with, negotiated contracts for, and directed key partners for each photoshoot, including location, photographer, sets, MUA, model and pose instructors, and complete looks for special needs individuals

➤ **Professional Training & Certifications**

Professional Certificate, Digital Marketing, Shaw Academy (2020)

CPD Professional Photography Certificate, iPhotography.com (2020)

Global Business Mentorship Intensive Training, Industry Rockstar (2017 - 2019)

Trout Tank Pitch Accelerator, Denver Chamber of Commerce (2017)

➤ **Associations**

Member, Denver Chamber of Commerce (2017 – 2019)

Member, Fashion Group International (2003 – Present)