



Chelsey Croucher is a multidisciplinary Creative Leader with a keen eye for big-picture vision and the soft skills to bring it to life. From content to full-scale design, she ushers performance-proven, on-brand work that leaves a lasting impact. She's currently the principal Creative Director at [Interweave Brands](#).

Recent Experience

JAN 2023 – CURRENT

Creative & Marketing Director

INTERWEAVE BRANDS:
ROUGH LINEN & SNOWE HOME

- Lead overarching **creative content and design**, ensuring brand integrity and market relevance.
- Oversee **content strategy**, product innovation, and cross-platform marketing execution.
- Architect **CRM design strategies** that optimize customer engagement and retention.
- Align brand messaging and creative output across **e-commerce, email, and social media**.
- Collaborate with leadership to define growth initiatives (product development).
- Revived Snowe Home's trust, a brand with a sensitive history, achieving **6% YoY growth**.
- Built customer segmentation and suppression strategies to reduce unsubscribe rates.
- Developed exclusive VIP promotions to enhance customer loyalty and retention.

JAN 2022 – JAN 2023

Creative Director

MEDTERRA, VENA, & FIVE CBD

- **Led full rebrand and creative direction** for Medterra, lead **360 campaigns, digital marketing, packaging, and retail/B2B** creative.
- Provided creative refresh for Vena and Five CBD, ensuring **consistent brand messaging** and visual identity.
- Collaborated with **art directors, copywriters, and designers** for strategic execution, delivering content that highlighted consumer benefits and targeted key markets.
- Developed a unique brand identity with the SVP of Brand to position each brand strongly that led to **40% increase of revenue**.

APRIL 2021 – NOV 2021

Creative Director

COOP HOME GOODS

- Led an extensive **rebrand** in collaboration with Wondersauce agency.
- Developed a cohesive brand identity across digital, retail, and Amazon marketplaces.
- Built **high-performing marketing campaigns** to increase customer acquisition.
- Optimized **design execution across product packaging, advertising, and storytelling**.
- Provided strategic leadership for **cross-functional teams**, ensuring alignment with business objectives.

APRIL 2021 – NOV 2021

Art Director

CELS: CHINESE LAUNDRY, 42GOLD, CLL & DIRTY LAUNDRY

- Spearheaded multi-brand creative refresh for direct-to-consumer and B2B audiences.
- Grew **20% YoY after brand refresh & campaigns**.
- Led brand elevation efforts through innovative digital campaigns and refreshed brand identity.
- Managed creative production across e-commerce, social, and advertising channels.
- Oversaw internal and external creative teams to deliver high-impact marketing assets.
- Partnered with executive leadership to define brand positioning and growth strategies.

JAN 2018 – OCT 2019

Photo & Design Director

TAMARA MELLON

- Directed visual identity across print, digital, and social touch points with Art Director.
- Defined and captured high-fashion editorial photography, enhancing brand storytelling.
- Led creative development of quarterly catalogs, advertising, and packaging.
- Ensured cohesive brand representation across digital marketing initiatives.

LOS ANGELES | SAN FRANCISCO | NEW YORK

Personal

Chelsey finds inspiration in the intersection of art, design, and storytelling. When she's not crafting immersive brand experiences, she's exploring museums and galleries, spinning disco records, or bringing her artistic vision to life through one-of-a-kind light sculptures for Iris Jean. She loves experimenting with new recipes, camping under the stars, and embracing the character of old homes, where history and creativity collide.

Skills

Brand Development, Brand Strategy, Creative Direction, UX Design, Graphic Design Direction, Editorial Direction, Lighting Design, Product Photography, Email Campaigns, Automation Flows, Marketing Funnel, CPG Packaging, Copywriting, Budgeting, Strategic Planning, Cross-Collaboration, Leadership, Adobe Creative Suite, Figma, After Effects, GIF Creation, Animated 3D Graphics, Product Direction, Digital Marketing, Design Thinking, Visual Storytelling, Social Media Strategy, Marketing Analytics, CRM, Project Management, Art Direction, Campaign Management, Market Research, Consumer Insights, Packaging Design, Workflow Optimization, Quality Assurance, Client Relations, Digital Transformation, Product Marketing, Visual Communications, Web/App Design, 360 Campaigns

Education

MAY 2010 – JAN 2012

Advertising Photography & Design

BACHELOR IN FINE ARTS
BROOKS INSTITUTE SANTA BARBARA

Contact

CHELSEY.CROUCHER@GMAIL.COM
+502 221 1017

PAST EXPERIENCES

Spring App (2015–2017): Led UX/UI content strategy, editorial production, and digital marketing.
Nordstrom | HauteLook (2014–2016): Developed digital design campaigns and improved CMS efficiency.
Mark Seliger (2011–2014): Coordinated celebrity photoshoots and managed editorial production budgets.