



Chelsey Croucher is a multidisciplinary **Creative Leader** with the soft skills for big-picture vision and a keen eye to bring it to life. From content strategy to full-scale design, she ushers performance-proven, on-brand work that leaves a lasting impact.

Jan 2023 – Current

Creative & Marketing Director **INTERWEAVE: ROUGH LINEN & SNOWE**

Lead brand **strategy, creative direction, UX design, content creation, messaging, and digital campaign execution**, ensuring Rough Linen and Snowe Home remain distinct, compelling, and market-relevant across all channels without any post-acquisition disruption. Hands-on design and campaign execution as needed. Own the **marketing calendar** tracking year-over-year performance, analyzing customer insights, and balancing data-driven strategy with fresh, innovative editorial ideas. Architect on-brand **CRM strategies** with agency partners to maximize customer engagement, retention, and lifetime value.

Jan 2022 – Jan 2023

Creative Director **MEDTERRA, VENA & FIVE CBD**

Led full **rebrand** and creative direction for Medterra, including **360 campaigns, UX, digital campaigns, packaging, and retail/B2B creative**. Conceptualized creative refresh for Vena and Five CBD, ensuring **consistent brand messaging** and visuals that highlighted consumer benefits for targeted key markets. Led a team of 15: art directors, copywriters, and digital and production designers for strategic execution, delivering performance-proven content. Developed a unique brand identity while adhering to legal guidelines with cross-functional stakeholders to position each brand so strongly that led to **40% increase of overall revenue across the board**.

Apr 2021 – Dec 2021

Creative Director **COOP HOME GOODS**

Led **rebrand** with external agencies and internal team, creating a strong brand identity across **UX, digital, retail, web, and Amazon marketplaces** with a focus on UX. Developed **high-performing ad campaigns** to boost customer acquisition, optimizing for user engagement. Provided strategic leadership to cross-functional teams, aligning efforts with business goals to improve overall cohesiveness and market strength.

Dec 2019 – Apr 2021

Art Director **CELS: CHINESE LAUNDRY, DIRTY LAUNDRY, 42GOLD, & CLL**

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

Jan 2018 – Oct 2019

Photo & Design Director **TAMARA MELLON**

Key role in defining visual identity across **photography, graphic design** w/ Art Director. Defined and **captured high-fashion editorial photography**, contributing to brand storytelling. Led creative development of **quarterly catalogs, advertising, emails, truck wraps and print/packaging**. Ensured cohesive brand representation across **digital and new in-store initiatives**.

Previously

Creative Specialist **SPRING NYC** 2015–2017: UX/UI design, editorial photography and design production, visual merchandising.
 Graphic Designer **NORDSTROM** 2014–2016: Designed digital campaigns and improved CMS efficiency with UX, social photography.
 Producer **MARK SELIGER** 2011–2014: Coordinated editorial a-list celebrity photoshoots and managed large production budgets.

About

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 – JANUARY 2012

Advertising Photography & Design Principles BACHELOR IN FINE ARTS BROOKS INSTITUTE SANTA BARBARA

Contact

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