

EMMA JOHNSON

Fashion Marketing Director

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PROFESSIONAL SUMMARY

Accomplished Fashion Marketing Director with 7 years of expertise in driving brand innovation and market engagement. Proven ability to lead high-impact marketing strategies and creative campaigns that resonate with target audiences. Passionate about leveraging industry insights to elevate brand visibility and foster strong consumer connections.

WORK EXPERIENCE

Fashion Marketing Director

📅 Feb / 2021-Ongoing

Maple Leaf Consulting

📍 Toronto, ON

1. Produced and directed successful marketing campaigns for top fashion brands, enhancing brand visibility and consumer engagement.
2. Built and maintained strong relationships with key stakeholders, including clients, vendors, and creative teams.
3. Executed data-driven marketing strategies, optimizing campaign performance and ROI.
4. Managed vendor relationships to ensure high-quality deliverables and compliance with brand standards.
5. Analyzed market trends to inform product development and promotional strategies.
6. Led creative brainstorming sessions to develop innovative marketing concepts and initiatives.
7. Monitored and reported on campaign performance metrics, adjusting strategies as needed to achieve objectives.

Fashion Director

📅 Feb / 2018-Feb / 2021

Crescent Moon Design

📍 Portland, OR

1. Styled and art-directed editorial shoots, ensuring alignment with brand identity and marketing goals.
2. Collaborated with top PR agencies to secure high-profile samples and manage returns efficiently.
3. Conceptualized and executed creative visual content that captured audience attention.
4. Worked closely with cross-functional teams to align marketing efforts with product launches.
5. Developed and implemented social media strategies that increased follower engagement and brand awareness.
6. Recognized for exceptional leadership in driving team performance and achieving project milestones.

EDUCATION

Bachelor of Arts in Fashion Marketing

📅 Feb / 2015-Feb / 2018

Fashion Institute of Technology

📍 Seattle, WA

Focused on fashion marketing strategies, consumer behavior, and brand management.

SKILLS

Creative Problem Solving

Art Direction

Brand Positioning

Fashion Writing

ACHIEVEMENTS

- 🌟 Increased brand engagement by 30% through targeted digital campaigns.
- 🌟 Spearheaded a rebranding initiative that resulted in a 25% sales growth.
- 🌟 Successfully launched 10+ marketing campaigns that enhanced brand visibility.