

ROBIN REETZ

CREATIVE MARKETING LEADER

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OBJECTIVE

Seeking a leadership role in a forward-thinking organization that values creativity, collaboration, and innovation

EXECUTIVE SUMMARY

Cross-functional collaborator with a digital-first, omnichannel mindset and experience leading both people and projects. Marketing and e-commerce head with experience as brand leader tasked with driving KPIs under larger retail umbrella. Conceptual and strategic thinker who loves to grow inspired teams who try new things and create thoughtful content and conversation while ultimately driving results.

SPECIALIZATIONS

- Content Strategy
- Brand Marketing
- Team Building and Leadership
- Go-To-Market Strategy Creation/Implementation
- Omnichannel Storytelling
- Copy and Editorial
- Voice Development
- Creative Direction
- Brand Positioning
- Corporate Messaging

EDUCATION

- Savannah College of Art and Design, Atlanta, GA

Bachelor of Fine Arts

WORK EXPERIENCE

rag & bone

VP, Brand Marketing | 2023 - Present

- Passionate people and project leader who thrives on empowering teams and individuals to find their potential and excel
- Leads a team of 13 brand marketing creative professionals in the development and execution of comprehensive brand strategies that resulted in a 44% increase in brand engagement and awareness within 6 months
- Collaborated with cross-functional teams to ensure brand consistency across all touchpoints, including advertising, social media, and customer communications
- Managed a brand marketing budget of \$10m+ and consistently delivered results within budget constraints
- Evaluated the effectiveness of marketing campaigns through KPIs and analytics, making data-driven adjustments to optimize performance

Leadership:

- Fostered a creative and collaborative work environment during pivotal period of transition for both brand and business
- Proven track record of hiring, developing, and retaining talent and teams of all sizes

Projects:

- Internal marketing lead during brand strategy work following departure of brand founder/creative director
- Co-lead in merger of brand and performance budgets to optimize digital marketing efforts and diversify spend in new channels

Club Monaco

Global Head of Narrative | 2018 - 2023

- Strategic-minded leader with ability to build business strategies and, in turn, translate strategies into actionable, KPI-driven marketing tactics that resonate with the audience while driving profit and bottom-line results
- Drive strategy and execution of seamless omnichannel storytelling and experience, ensuring a singular brand narrative across all consumer touchpoints

Leadership:

- Managed marketing/creative team, reporting to CEO
- Maintained team stability during times of turbulence and great change in organization

ROBIN REETZ

CREATIVE MARKETING LEADER (CONT.)

HONORS + AWARDS

- Member, rag & bone Diversity, Equity, & Inclusion Committee
- Member, Club Monaco Diversity & Inclusion Committee
- Member, Club Monaco Brand Responsibility Committee
- Recipient of Director Equity Award from Ralph Lauren Corporation for contributions to business and brand in FY20
- Juror, SCAD Fashion Show: 2020, 2022, 2023

LANGUAGES SPOKEN

Spanish: Intermediate
French: Beginner

WORK EXPERIENCE

Club Monaco (cont.)

Global Head of Narrative | 2018 - 2023

Projects:

- North America site replatform and CDA-French site launch
- 2020 corporate positioning/messaging: COVID-19 and social justice communication
- Reworked GTM process to be digitally led and story focused
- Led brand identity and end-to-end process participation: Adopted new brand, voice, and creative directives through brand and visual identity projects + updated company-wide end-to-end processes

Barneys New York

Digital Editor | 2016 - 2018

- Editing lead specializing in digital content across e-commerce, marketing, and editorial channels, managing four copywriters

Consultant (London, New York)

Brand Marketing + Communications Consultant 2014 - 2021

- Brand marketing and editorial projects for lifestyle brands LIVELY, KULE, Maison, WkndNation, Kjaer Weis, Soho House, Refinery29, NYLON, Teen Vogue, Capsule Trade Show, and more

Refinery29

E-Commerce Communications Manager | 2011 - 2012

- Early employee of digital startup acquired by Vice Media in 2019
- During period of employment, company experienced overall employee growth of 1000+%
- Communications and content manager for ecommerce channel during early stages of development

THB (Jewelry & Accessories Start-Up)

Founder, Head of Brand/Communications | 2009 - 2011

- Founder of accessory and jewelry start-up
- Brand featured in Teen Vogue; sold at Henri Bendel and Anthropologie stores nationwide

Teen Vogue (Conde Nast)

Assistant to the Managing Editor | 2008-2009

Vogue, Women's Wear Daily, Time Out New York, NYLON, Interview Magazine (New York)

Editorial Intern