

# brenden j. kennedy

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## INTERNATIONAL MARKETING & CREATIVE EXECUTIVE

Highly creative & strategic executive with incredible passion for brand development, marketing, creative services & creative strategy. Well-rounded knowledge & insight to retail/fashion industry with an extensive background that spans from senior leadership to corporate & field positions in creative roles around the globe.

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## KEY ACCOMPLISHMENTS

- Led rebranding efforts of Donald Pliner brand including e-commerce re-platform which launched spring 2020.
- Streamlined creative process resulting in reduction of production costs by 90% while quadrupling creative assets & project output.
- Developed brand repositioning strategy at all consumer touch-points with emphasis on brand voice & point-of-view in omni, wholesale & international channels.
- Created & executed social video campaign on budget of 50k resulting in 100% increase of social following across all social media platforms.
- Delivered successful store redesign on a 30k budget resulting in consistent double digit comps & a 12 week ROI.
- Successful execution of celebrity "Tommy Tour" across India for TH India 10 year anniversary driving traffic 37% above trend & +50% comps during a two week celebration.
- Trained 300+ associates across 14 markets successfully delivering global brand standards across Asia Pacific.

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## DONALD PLINER VICE PRESIDENT, MARKETING & CREATIVE SERVICES

MARCH 2018 – APRIL 2020  
LOS ANGELES, CALIFORNIA

- Conceived & led all creative/marketing initiatives including wholesale strategies, asset creation & development, & e-commerce campaigns.
  - Led re-branding efforts; visual DNA (logo, mark, & packaging redesign), verbal DNA (development of brand voice), customer DNA (actual, aspirational & target consumer profiles) and brand standards/guidelines.
  - Reduced & eliminated reliance on outside agencies resulting in 4X increase in assets created with a 90% decrease in creative production spend.
  - Developed brand segmentation strategy resulting in 2X growth in major wholesale accounts and reducing promotional pressure on direct channels.
  - Created social media strategy by channel improving consumer engagement, customer service response, & 30% organic growth on Instagram.
  - Headed creation of key investor materials opening conversation for investor/acquisition/license opportunities in and out of footwear industry.
  - Reviewed real estate contracts and negotiations in consolidating multiple offices/showroom into one flexible hybrid space; oversee design of said space.
  - Oversaw key leadership transition points advising CEO on critical roles, operations, facilities & contracts.
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**AEROSOLS**

JUNE 2015 – FEBRUARY 2018

**VICE PRESIDENT, CONSUMER EXPERIENCE & CREATIVE SERVICES**

NEW YORK, NEW YORK

- Led & directed creative, marketing & production teams in the development & execution of all brand marketing assets, including video, photography, design, physical collateral, events, store design & final art.
- Created & implemented brand standards of creative excellence/brand voice across all channels & platforms.
- Provided leadership & motivation to team of 20; conveyed the vision/values of the brand to the company.
- Oversaw execution of all global marketing & promotional activity from inception to completion including advertising, e-commerce & retail marketing assets, in-store POS & visual merchandising.
- Ensured the timely development & execution of all projects & deliverables; managed annual financial budgets across all areas of responsibility.
- Developed marketing opportunities through public relations, social media, influencer outreach & events; managed relationships with outside vendors including PR, social media & advertising agencies.
- Partnered with product development & design teams on development concepts for seasonal product in relationship to brand standards.
- Supported senior leadership in the development of business strategies & communication tools.
- Directed the implementation of key brand assets with external partners.
- Collaborated with the retail, merchandising, & digital team leads by maintaining the brand vision & ensuring visual & creative standards.

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**TOMMY HILFIGER**

APRIL 2011 – APRIL 2015

**SENIOR MANAGER, VISUAL MERCHANDISING & CREATIVE SERVICES**

HONG KONG

- Strategized with senior leadership to design & execute creative in retail stores & drive KPI's in Asia Pacific.
- Collaborated with marketing teams on training, coaching & implementing global brand standards in market.
- Created & planned visual merchandising & marketing direction to 1000+ points of sale across 14 markets.
- Conducted market visits to review global brand standards on-site; identified & coached on opportunities to elevate brand positioning & improve brand commerciality.
- Developed & executed training tools on brand standards, marketing & visual merchandising standards through master classes & interactive practicals to cultivate local talent (300+ associates trained a year).
- Partnered closely with store development & projects team on new stores; spearheaded opening pack, artwork installation (planning & design), & special furniture sourcing.
- Created specialized windows, propping & marketing for local market & cultural needs.
- Sourced centralized prop & physical collateral vendors for Asia Pacific.
- Supported senior leadership & franchised partners in the development of business strategies, communication tools & training tools.
- Managed flagship new store openings from handover to grand opening events in partnership with store development, PR & marketing teams.

**HEAD, BRAND VISUAL MERCHANDISING, TH ARVIND FASHION**

BANGALORE, INDIA

- Led execution of brand standards & creative strategy for TH India in retail stores, events & advertising.
  - Trained local TH team on brand standards to visually align windows, props, & in-store presentation with global creative direction.
  - Acted as global liaison during TH India transition from licensee to joint venture business model.
  - Provided seasonal visual merchandising direction to & lead execution in 160+ stores across India.
  - Collaborated with PR & marketing teams on special events, advertising, paid placement & influencer outreach.
  - Advised merchandising team on seasonal buy strategy in relationship to marketing & visual merchandising to drive brand standards & positively impact KPI's.
  - Implemented streamlined tools & processes for visual merchandising team operations & communications.
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FREELANCE

CREATIVE SERVICES, TOMMY HILFIGER, BEN BECTON DESIGNS

MARCH 2010 – APRIL 2011  
NEW YORK, NEW YORK

- Consulted & assisted in creating & building compelling brand experiences in showrooms, events & interiors.
- Styled brand & market relevant looks for press events, showrooms, & special events.
- Designed, sourced, & executed private client interiors.

FREELANCE

STYLIST & STYLIST ASSISTANT, IDEEL, LOFT, WENDY HIRSCHBERG

MARCH 2010 – APRIL 2011  
NEW YORK, NEW YORK

- Styled looks in advance of shoot & on-set for look books, showrooms, web-shoots & ad-campaigns.
- Surveyed & developed project scope including shot list, budget, creative talent & timeline.
- Managed daily shot & sample list coordinating & preparing samples for shot list looks.
- Managed schedule for shoot, executing creative vision with photographer, make-up/hair artists, & models.
- Reviewed & advised selects with photographers & merchandising teams.

AMERICAN EAGLE OUTFITTERS  
COORDINATOR, VISUAL MERCHANDISING

JANUARY 2005 – MAY 2010  
NEW YORK, NEW YORK

- Worked for 5+ years across family of brands in roles of store associate, store manager, & corporate visual operations coordinator.
- Supported Senior Director of Visual & brand stylist in sportswear visual merchandising & window design.
- Managed lab studio, visual samples & studio inventory.
- Audited, documented, & photographed seasonal floorsets for brand visual guidelines..

EDUCATION & TECHNICAL SKILLS

CASPER COLLEGE, CASPER WYOMING

APTITUDE IN INDESIGN, PHOTOSHOP, EXCEL, OUTLOOK, POWERPOINT, WORD

VOLUNTEER WORK

NATIONAL BOARD; MARKETING & COMMUNITY CHAIR, wayOUT

JULY 2019 – PRESENT

Lead marketing and community outreach efforts for wayOUT, a 501(3)c non-profit dedicated to fundraising for LGBTQIA+ youth centers around the United States.

