

# KIRSTEN LUDWIG

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## **SET CREATIVE** CHIEF CREATIVE OFFICER // new york city // 2012-present

Developed and led the vision to successfully transform the agency from production to fully creative led. Responsibilities included role of CCO, CMO and Managing Director. Led all pitch efforts and drove client acquisition strategy. In less than three years, took the company to more than doubled billings, quadrupled the team, expanded from a singular office to four including global expansion in Europe, from one client to over fifty including Google, Uniqlo, Starbucks, Madewell, Refinery 29, Dover Street Market, Disney, Kate Spade, Toms, Sephora and BMW

## **STELLA & DOT** EXECUTIVE CREATIVE DIRECTOR // san francisco // 2011-12

Drove creative vision and direction for all brand, marketing and strategic efforts across all channels. Rebranded to an iconic fashion brand positioned to redefine social selling. Managed and oversaw all creative, video and production teams and all external agencies.

## **CREATIVE CONSULTING** CREATIVE DIRECTION, BRANDING + MARKETING // new york city 2009-11

Aeropostale, Adidas, Bass, Butler, Shine, Stern + Partners, Coldwater Creek, Chloe + Isabel, DailyCandy, The Economist, Haviannas, Juicy Couture, Just Add Water, Pipertime, Swirl, T-mobile, Vince Camuto, and Youth Marketing Connection.

## **ANTHROPOLOGIE** CREATIVE DIRECTOR // philadelphia // 2009

Creative change agent for the brand via the iconic brand catalogue. Drove, developed and directed concepts to bring the buzz back to the book and connect the brand with new audiences. Oversaw all creative, photography and production teams. Created unique brand collaborations with designers, musicians, photographers and artists.

## **MARTIN+OSA** SENIOR CREATIVE DIRECTOR // new york city // 2007-09

Created, executed and rolled out brand re-launch strategy, image and positioning. Launched brand materials to support relaunch including brand book, corporate identity, and graphic standards. Lead from concept to completion overall brand message, including: print, packaging, advertising, events, pr, and web. Lead and managed creative and production teams and external agencies.

## **AMERICAN EAGLE OUTFITTERS** CREATIVE DIRECTOR OF BRAND // new york city // 2003-07

Drove seasonal vision and direction of brand concept and directed execution across big picture marketing and visual. Concepted and directed all photography and brand imagery. Created and implemented entertainment strategy and all initiatives including branded entertainment, original content, celebrity partnerships, events and brand collaborations.

## **POLO RALPH LAUREN** GENERAL MANAGER DOUBLE RL BRAND // los angeles // 2002-03

Launched and oversaw west coast RRL brand flagship from inception. Established marketing, pr, events, and studio services for brand. Directed and executed seasonal visual presentation and messaging. Hired, mentored and managed all staff. Managed budget, operations and established all processes from the ground up.

## **STYLE365.COM** CREATIVE DIRECTOR + HEAD MERCHANDISER // los angeles // 2001-02

Head merchandiser and buyer for all categories. Oversaw all marketing and branding for store, including designer partnerships, product promotions, events and packaging. Art direction, packaging and styling for all photography and product presentation. Developed private label style365 collection. Managed merchandising, creative and operations store team.

## **FRED SEGAL I RON HERMAN** DIRECTOR OF SPECIAL PROJECTS // los angeles // 1999-01

Created and executed all creative and brand materials for all campaigns. Pioneered brand online and drove all elements, including visual design and photography, packaging buying and product development. Coordinated and executed all special projects, charities and events. Provided vision and strategy for all online marketing and creative. Managed online creative and production teams.

## **LOUIS BOSTON** BUYER, VISUAL MERCHANDISING AND STYLIST // boston // 1996-99

Merchandiser and buyer for all categories. Researched and recommended emerging fashion designers and relevant lifestyle products. Collaborated with visual team on merchandising and window presentations. Created and produced all seasonal fashion shows, charity and events. "Louie" magazine assistant stylist and coordinator.

## **DON'T TELL IT MAGAZINE** ASSISTANT FASHION EDITOR // london // 1995

Fashion assistant and stylist working directly with the fashion editor on all photo shoots and editorial content. Attended press and fashion events for the magazine. Fashion editor and representative for London fashion week.

## **BOSTON UNIVERSITY** BA IN VISUAL COMMUNICATIONS MINOR IN ART HISTORY