

C/M

# Charlotte Miley



*Executive Creative Director of Performance Marketing*

## Profile & Contact

Creative that drives growth is priceless.

My data driven approach to direct response performance marketing cuts through the noise, acquiring LTV driving customers for DTC E-commerce brands.

Creative is not for show... Creative is for conversions.

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### EXPERTISE

- ⇒ CREATIVE DEPARTMENT LEADERSHIP
- ⇒ DTC DIRECT RESPONSE ADVERTISING
- ⇒ CREATIVE DIRECTION AND STRATEGY
- ⇒ CREATIVE DEPARTMENT DEVELOPMENT & GROWTH
- ⇒ BRANDING & IDENTITY DESIGN
- ⇒ CONTENT STRATEGY DEVELOPMENT

### EDUCATION & AWARDS

#### BACHELOR OF ARTS, THEATRE ARTS

Point Park University Conservatory of Performing Arts

*Magna Cum Laude*

#### 2018 TELLY AWARD

Inside Stage 22 with Max and David (*Will & Grace BTS Docuseries*)

Comcast/Xfinity

## Experience

### METABOLIC

(Company Acquired)

2021 - 2023

Remote

#### EXECUTIVE CREATIVE DIRECTOR, PERFORMANCE MARKETING 2023

#### SENIOR CREATIVE DIRECTOR, PERFORMANCE MARKETING 2021-2022

- ⇒ Increases ROAS by 50%
- ⇒ 3M monthly ad spend
- ⇒ Built a creative pipeline delivering 100-175 ads per week for omni-channel social platforms
- ⇒ Supported over 3M in spend monthly on social platforms
- ⇒ Write, directed, and produced individual winning scripts spending over 15M in ad spend
- ⇒ Extensive AB testing and design of experiments to understand changing algorithms
- ⇒ Developed data analysis for creative actions based on testing KPIs
- ⇒ Create an Avatar/Spokesperson testing pipeline for brand expansion
- ⇒ Industry Thought Leader in the Self Talk or Q&A Native Style advertisements trend sweeping the industry in 2022 and 2023
- ⇒ Expanded reach to new demographics with custom funnels for targeted ads
- ⇒ Drive Creative Strategy for Performance and Content for all brands/products
- ⇒ Build a team of performance creatives in an internal agency-style format
- ⇒ Executive Data Analysis to inform creative strategy

## Experience Cont.

## 310 NUTRITION

2020 - 2021

Remote

**CREATIVE DIRECTOR, PERFORMANCE MARKETING**

- ⇒ Increased ROAS by 70%
- ⇒ Launched new products every 6 weeks or less for full brand portfolio
- ⇒ Wrote, Directed, and Produced all advertisements
- ⇒ Creative direction and Brand Development for all brands in the iRecon portfolio (310 Nutrition, Beachwood, GummyFor, Kashmere, plus a few coming soon...)
- ⇒ Completed diverse large initiatives across all brands including packaging re-design, website photography re-design, brick & mortar launch, new brand launches and development...
- ⇒ KPI based creative initiative development and implementation
- ⇒ Overall brand strategy for creative from organic to paid to packaging
- ⇒ Manage media buyer agency for all paid ads and platforms to ensure a data driven approach to all creative performance marketing ads

## HONEY

(Company Acquired)

2019 - 2020

Los Angeles

**PERFORMANCE CREATIVE LEAD, SOCIAL MARKETING**

- ⇒ Developed process to support high media spend on performance creatives with existing team
- ⇒ Audience expansion and custom funnel creations for each new audience segments
- ⇒ Exploded efforts for Whitelisting with Influencer Marketing
- ⇒ Creative Direction on full funnel Performance Marketing
- ⇒ Growth and mentorship of multidisciplinary creative team

## MUTESIX

2018 - 2019

Los Angeles

**LEAD CREATIVE PRODUCER, PERFORMANCE MARKETING**

- ⇒ Client Lead for high-profile high-spending clients like Therabody (Rebrand and New Product Launches), Burst Oral (200% YoY Growth), Petco (49% CTR Increase), and more...
- ⇒ Structured and Managed post production team of 25-30 performance and brand multidisciplinary creative team
- ⇒ Developed trackable working process between media and creatives for all 200+ clients
- ⇒ Creative pitching and upselling to all clients and prospecting new clients
- ⇒ Overall Creative Direction on Brand Strategy for Growth
- ⇒ Analysis of data to drive creative decisions for performance marketing

## SQUADRON

2016 - 2018

Los Angeles

**PRODUCER, MARKETING**

- ⇒ Produced big budget marketing segments for NBC Digital, Disney, Fox, and Hasbro
- ⇒ On-Site Directed and Produced BTS segments on backlots for upcoming new show releases
- ⇒ Wrote and pitched commercial concepts to networks for show opens, promos, commercials, credit segments, season launches, etc.
- ⇒ Managed post-production team of diverse artists including 3D, 4D, Color Corrections, Sound Design, Foley, ADR, Editing, GFX, and Writers