

# SHIRA COHEN

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## PROFESSIONAL SUMMARY

Creative leader with 18+ years of experience bridging data and storytelling to drive awareness, DTC growth, and consumer engagement. Skilled at turning complex, credibility-driven products into clear, emotionally engaging narratives for both expert and consumer audiences. Experienced in leading multidisciplinary teams to execute insight-driven strategies across full-funnel marketing, translating analytics into campaigns that build trust, deepen engagement, and deliver measurable results.

## EXPERIENCE

### **Fast Growing Trees**, *Creative Director, Marketing & Growth*, 2023–Present

- Lead creative strategy and brand storytelling across marketing and growth channels, scaling DTC campaigns and boosting click-through rates 11% YoY to accelerate customer acquisition
- Manage a cross-functional team of designers, copywriters, videographers, and agencies, streamlining workflows, integrating AI tools and ensuring brand consistency to maximize performance
- Conceptualize and implement data-driven value propositions to strengthen brand differentiation, deepen consumer affinity, and drive measurable growth across channels
- Present creative strategy to CEO and executive team, ensuring alignment with business objectives
- Optimize paid media creative through A/B testing and insights, driving customer acquisition and contributing to a 55% YoY revenue
- Oversee national TV campaign creative strategy, generating a 15% lift in brand awareness and emotional resonance with consumers

### **buybuy Baby**, *Art Director, Marketing & Branding*, 2018–2023

- Developed and executed a creative strategy for brand marketing campaigns to support \$1.2B business
- Designed the registry guide user experience and directed the accompanying photoshoot, generating \$2M in vendor revenue
- Built and led a team of seven designers, boosting in-house expertise and reducing external costs
- Oversaw the creation and execution of the company's most successful omni-channel holiday campaign, driving a 5% YoY revenue growth.
- Streamlined creative process utilizing data to template email and web assets for cross-functional alignment, brand features, and 30% design efficiency gain

### **ANN INC., LOFT**, *Associate Art Director, Sr. Graphic Designer, Graphic Designer, Designer*, 2008–2018

- Led creative in launch of LOFT Outlet's \$50M e-commerce business supporting merch strategy
- Utilized data insights from A/B testing and industry trends to create agile storytelling emails designs to increase customer clickthrough rates 6%
- Implemented and art directed cost-effective photoshoots resulting in increased add-to-cart rates

### **HarperCollins Publishers**, *Assistant Designer*, 2007–2008

## EDUCATION

Drexel University, Philadelphia, PA, *Bachelor of Science, Graphic Design*, Summa Cum Laude

## COMPUTER SKILLS

Figma, Adobe Creative Cloud (Illustrator, Photoshop, InDesign, Bridge, Adobe Experience Manager), Sketch, Miro, Google G-Suite, Microsoft Office, Monday.com, Basecamp, Workfront, Asana, BrandFolder

## HONORS & AWARDS

CEO Award, Bed Bath & Beyond, Live LOFT Employee Award, Creativity Annual Awards, Published and Recipient, USDA International Design Competition, Excellence Award