



AMANDA JACOUP

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EXPERIENCE

J.CREW – DIRECTOR OF DIGITAL DESIGN | MAY 2018 – PRESENT

Lead best-in-class digital branding and strategic initiatives that align with product and marketing teams. Responsible for launching The New Crew homepage in collaboration with Interactive Design team to personalize content for the first time. Lead creative and user journey strategy for J.Crew Rewards.

ANN TAYLOR | LOFT – ART DIRECTOR | OCTOBER 2017 – MAY 2018

Responsible for bringing the brand to life through all digital and print-related photography and graphic design. Concept, pitch, and execute strategic creative solutions and develop a holistic consumer journey across multiple platforms for both seasonal and year-round campaigns. Manage relationships with Public Relations, Marketing and Merchandising.

WEST ELM – DIGITAL ART DIRECTOR | AUGUST 2013 – OCTOBER 2017

May 2016 - October 2017: Develop and evaluate new business initiatives for west elm WORKSPACE, HOTELS, and HOSPITALITY with SVP of Marketing and Merchandising. Lead brand creative and customer journey through all channels. Lead and grow a team of designers, developers, and copywriters to solve challenging business problems while identifying new revenue-driving digital opportunities. Direct photography for site product information pages and workspace case studies. Oversee and manage external partners and agencies.

August 2013 - May 2016: Lead creative brand efforts and user experience components of west elm's digital channels. Develop all seasonal email templates and art direction. Guide cross functional projects and manage communication with digital partners to find solutions that solve both creative and business needs. Partner with Site Manager and front end developers to lead and execute seasonal content and site enhancements. Work with Ecomm Marketing team and Site Merchandisers to strategize A/B email and homepage testing to increase conversion, average order size and new customer acquisition.

LEVEL 23 LLC – FOUNDER | APRIL 2014 – PRESENT

Develop brand identity and typographic style guide for high-end rental properties in the Northeast region. Design way-finding signage, graphic murals, and outdoor promotional collateral relevant to each property demography and neighborhood. Collaborate with property managers and vendors to budget and resource materials. Project manage production and installation of interior and exterior signage.

TRACYLOCKE – ART DIRECTOR | NOVEMBER 2011 – JULY 2013

Create conceptual and tactical promotions for Pepsi-Cola products and their partnering brands across the Northeast region and headquarters. Paginate storyboards for animated Pepsi Beverage Company programs and digital promotions. Direct and collaborate with in-house creative imaging, digital broadcast team and art buyers to create inspirational in-market campaigns.

ICC TRIO, ZULLO AGENCY + AKINA PHARMACY | SEPTEMBER 2008 – NOVEMBER 2011

Worked with various clients to create brand identity, packaging and promotional marketing materials.

EDUCATION

ROBERT BUSCH SCHOOL OF DESIGN AT KEAN UNIVERSITY
BFA, Visual Communications
May 2011

SKILLS

Adobe CC
Sketch
inVision
Slack
shopify CMS
UX/UI design
strategic thinking
photo art direction
project management

AWARDS

WEST ELM WORKSPACE
2017 Webby Award - Shopping
Best of Neocon 2017 Gold + Silver
HiP 2017 Award for Furniture/Lighting
#MetropolisLikes Award 2015 + 2016
Best of Neocon 2015 Gold + Editor's Choice

LET'S MAKE GREAT THINGS TOGETHER

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