Oliver Wilcox

Marketing & Creative Director | Brand, Growth & Art Direction

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PROFESSIONAL SUMMARY

Marketing & Creative Director with 10+ years of brand and growth strategy across consumer packaged goods, fashion, furniture and lifestyle brands, plus hands-on experience building web apps and Shopify plugins. Pairs creative direction with data-driven performance marketing: owns KPIs, budgets and campaign execution end to end, and aligns cross-functional teams and stakeholders from strategy to launch. Results: 9x ROI on paid acquisition, 80% YoY growth in repeat business, $19K/month recovered through lifecycle email.

CORE COMPETENCIES

Marketing & Growth: Paid Media (Meta/Google/TikTok), Email & SMS Lifecycle (Klaviyo), SEO & GEO, Audience Segmentation & Retargeting, A/B Testing, Influencer & Ambassador Programs

Brand & Creative: Brand Strategy & Identity, Art Direction, Creative Direction, UI/UX Design, Packaging & Retail Design

E-Commerce & Ops: Shopify Development, Conversion Rate Optimization, Supply Chain & Vendor Negotiation, Cross-Functional Team Leadership, Omnichannel Campaign Management

Leadership: Strategy, KPI reporting, stakeholder management, multi-market team leadership, $150K/month budget ownership, compliance

Tools & Platforms: Adobe Creative Suite, Microsoft Office (Word, Excel, PowerPoint), Slack, Asana, Figma, Google Analytics

PROFESSIONAL EXPERIENCE

Home Trends and Design (Furniture) | *Marketing Coordinator* — Oct 2026 – Present

- Launched the company's first Meta campaign (geotargeted to High Point Market) and first lookbook; contributed to its strongest market in 22 years
- Redesigned and manage the D2C website (UI/UX); direct design of the B2B website
- Set up Meta, Google and agentic marketing; design all marketing assets and style shots; manage social; building a Pinterest ad plan

Mantlework (Brand, Web & App Studio) | *Founder* — Jan 2023 – Present

- Built sites, apps, Shopify plugins, funnels and brand guidelines for skincare, snowboard rental, snack, and electrical/HVAC clients, with SEO, GEO and paid media

My Life Story (App) | *Founder* — In beta

- Founded and building a consumer app, currently in beta

Buddies Brand (Cannabis) | *Director of Marketing* — 2021 – 2024

- Achieved 9x ROI on D2C and B2B acquisition campaigns within state-by-state cannabis ad compliance
- Boosted repeat business 80% YoY through multi-channel loyalty programs across email and SMS
- Managed 4 marketing managers across 6 states; built a California brand ambassador program
- Cut swag and promotional production costs 70% through direct factory sourcing and negotiation; implemented Asana/Slack to streamline team workflow
- Designed all packaging, collateral, in-store displays and event activation booths

Maybe Today NYC (Fashion Brand) | *Creative Director & Founder* — 2016 – Present

- Founded and scaled a fashion brand from the ground up: brand identity, product design and production, Shopify buildout and go-to-market strategy
- Managed $150K/month ad budget across Meta and Google; drove 9x ROI and a 40% increase in conversions through A/B testing and audience segmentation
- Recovered $19K/month in revenue through automated Klaviyo flows; sustained a 3.8% site conversion rate
- Grew organic social following past 50K, securing unpaid celebrity placements including Jaylen Brown and Pete Davidson

Evrything Consulting | *Co-Founder* — 2020 – Present

- Manage paid social (Meta, TikTok, YouTube), averaging 9x client ROI; run UI/UX and checkout audits; advise on sourcing
- Clients include Caliwater, Round Two, Dime Cannabis, Napalm (Xzibit's cannabis brand) and Loyalty Vapes (product and packaging)
- Designed a luxury peptide travel case and labels for BODYWRX

Power 2 You (Emergency Services) | *Site Safety Manager* — June 2024 – May 2026 · Port-au-Prince, Haiti

- Oversaw site safety for 200 contractors on 24/7 critical infrastructure

Frank 151 (Lifestyle Brand) | *Visual Designer & Marketing Director* — 2015 – 2017

- Grew e-commerce profit and web traffic 87%; 39.9% Google Ads CTR vs. a 2.7% norm

EDUCATION & CERTIFICATIONS

Bachelor of Science, Business Administration — University of North Carolina Wilmington, 2012

Certifications: Meta Ads, Google Ads (Display & Measurement), Google Analytics, HubSpot Digital Marketing; Toptal vetted (top 3% of talent)