

Oliver Wilcox

Branding, Design & Marketing Expert

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PROFESSIONAL PROFILE

Creative Director and Marketing Professional with over 10 years of experience managing omnichannel strategies. Expert in bridging high-level brand identity with complex operational execution, ranging from luxury streetwear launches to large-scale technical site management. Proven success in achieving high ROI through data-driven digital campaigns and innovative visual storytelling.

CORE COMPETENCIES

- **Creative:** Art Direction, Graphic Design, Fashion Production, UI/UX Design, Adobe Suite
- **Marketing:** Meta/Google/TikTok Ads, Influencer Marketing, Email Automation, SEO, Audience Segmentation, Retargeting, Guerrilla Marketing
- **Technical & Ops:** Shopify Development, Supply Chain Sourcing, Site Safety Management, Industrial Systems (Power/HVAC).

PROFESSIONAL EXPERIENCE

Eternal Return (Infinite Cycle) | Art Director EternalReturn.store

July 2025 – Present

- **Art Direction:** Lead the creative vision for a luxury streetwear brand, establishing the seasonal aesthetic, mood boards, and color palettes for athletic-inspired collections.
- **Design Execution:** Conceptualize and design all technical graphics for specialty apparel, including custom luxury soccer jerseys.
- **Digital Infrastructure:** Built and maintain the brand's Shopify platform, ensuring a seamless premium shopping experience.
- **Web Design:** Designed and manage the Shopify store.

Evrything Consulting | Co-Founder

January 2020 – Present

- **Growth Marketing:** Manage social media ad spends across Meta, TikTok, and YouTube, delivering an average **9x ROI** for diverse business clients.
- **Conversion Strategy:** Optimize client websites through UI/UX audits and checkout flow streamlining to maximize sales performance.
- **Business Solutions:** Advise on global product sourcing, manufacturing negotiations, and end-to-end inventory management.

Power 2 You (Emergency Services) | Site Safety Manager / Lead Generator Technician

Port Au Prince, Haiti | June 2024 – May 2026

- **Operational Leadership:** Managed critical power infrastructure and 24/7 technical uptime for a remote deployment site.
- **Safety Oversight:** Enforced site safety protocols and led a team of technicians through complex maintenance and demobilization phases.

Maybe Today NYC (Fashion Brand) | Creative Director maybetodaynyc.com

2017 – Present

- Managed a **\$150k annual ad budget** across Meta and Google, tailoring strategies for a unique streetwear audience.
- Reduced production timelines by **40%** through streamlined design and sourcing processes.
- Drove a **40% increase in conversions** via A/B testing and precision audience segmentation.
- Built and managed the ecomm store
- Designed and oversaw production of all apparel and accessories

Buddies Brand (Cannabis Brand) | Director of Marketing buddiesbrand.com

2021 – 2024

- Boosted repeat business by **80% YoY** through the implementation of multi-channel loyalty programs (Email/SMS).
- Achieved a **9x ROI** on D2C and B2B customer acquisition campaigns.
- Oversaw 4 managers across 6 states
- Implemented a successful brand ambassador program in Northern and Southern CA
- Designed and oversaw the production of “swag” items
- Designed and staffed the booths for various cannabis

Frank 151 (Lifestyle Brand) | Visual Designer & Marketing Director

2015 – 2017

- Increased annual e-commerce profit and grew web traffic by **87%**.
- Outperformed industry standards on Google Ads with a **39.9% CTR** (vs. 2.7% norm).

EDUCATION & CERTIFICATIONS

- **Bachelor of Science in Business Administration**, University of North Carolina-Wilmington 2008-2012
- **Certifications:** Meta Ads, Google Analytics, Google Ads (Display & Measurement),