

ERIC KNIGHT

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CREATIVE DIRECTION | MARKETING STRATEGY | BRAND BUILDING

Accomplished and innovative marketing management professional with a proven track record in crafting and executing highly effective creative, marketing, branding, promotions, and communications strategies, leading to measurable revenue growth and market expansion. A creative strategist adept at cultivating brand awareness and promoting company and organizational ideas through diverse B2B and B2C marketing channels. A resourceful problem solver with the ability to oversee projects from concept to successful completion, encompassing budgeting, staff leadership, product development, and internal/external communications. Adept collaborator and exceptional communicator.

- Creative Direction
- Graphic Design
- Catalog Production
- Photography / Art Direction
- Website Creation
- Email Program Management
- TV / Video Production
- Store Experience
- Brand Management
- OMNI Channel Marketing
- Creative Operations
- Team Leadership, Management

PROFESSIONAL EXPERIENCE

ELK DESIGNS

Executive Creative Director & Founder

4/2015 - Present

- Partner and collaborate with brands on comprehensive creative solutions, including photography, art direction, web and graphic design, marketing strategy, copywriting, video production. Drive brand narratives and visual identities, ensuring cohesive and impactful marketing strategies that resonate with target audiences. Expertise in building websites and delivering exceptional creative content across various media platforms.

VIONIC SHOES

Sr. Director, Creative and Content

9/2019 – 2/2023

Responsible for the comprehensive management of creative and content strategies, crafting compelling narratives and visuals to enhance brand identity and resonate with our target audience.

- Conceptualized and lead creative, copy, and content initiatives for the VIONIC and VIONIC BEACH brands.
- Spearheaded the enhancement of creative and strategic processes throughout the organization, leading to improved planning, execution and efficiency.
- Managed a diverse team of 7 in-house professionals, as well as freelance creatives and agency partners, to ensure seamless creative execution and brand consistency.
- Oversaw an annual budget of \$2 million, optimizing resource allocation for maximum impact.
- Orchestrated seasonal timelines, calendars, and budgets for all creative operations, ensuring alignment with company objectives and market demands.
- Led all aspects of photography and video planning and execution to elevate the VIONIC brand.

SCANDINAVIAN DESIGNS FURNITURE

Creative Director

8/2017 – 9/2019

Led creative for a family of brands that included catalog, photography, digital, stores, TV and advertising. Developed strategies that drove business metrics including traffic, conversion and sales.

- Concepted and produced 5 catalogs annually reaching over 1M+ customers and prospects.
- Owned all design for Scandinavian Designs and Dania Furniture including UI/UX, creative strategies and photography for eCommerce, stores, catalog and email channels.
- Produced customized TV ads for 12 markets.
- Responsible for in-store signage and communication as well exterior signage packages, refreshes and new store openings.
- Implemented more efficient business processes resulting in cost savings and improved productivity across channels
- Managed creative teams of photographers, graphic designers and stylists.
- Led creative design and video for corporate communications and recruiting across platforms and social media.

MODCLOTH**Creative Director****10/2012 - 1/2015**

Created and led the strategic brand vision of a \$150 Million+ online retailer, including designing and directing teams in producing the overall creative vision, visual identity and brand voice for all marketing and merchandising. Successfully developed and implemented cross channel brand marketing strategies and initiatives to enhance customer social experience and significantly impact sales.

- Directed all aspects of the customer experience including catalog design, photography, brand voice, messaging, and packaging.
- Built and managed comprehensive creative team of 30 consisting of photography, art direction, styling, copy strategy, graphic design, video production, merchandise creative, and producers.
- Produced and launched top level brand campaigns of specific initiatives, private label brands, and new strategies resulting in exceeding company goals and driving new business.

WILLIAMS-SONOMA**Creative Director****6/2008 – 10/2012**

Managed and drove all creative assets and timelines for online site development including creative and production team, visual presentation, marketing strategies, and seasonal initiatives.

- Developed and managed the \$2 Million+ ecommerce creative budget; maintained accruals, reforecasting and over-spend.
- Partnered with IT, UX, business and merchandising to prioritize initiatives, enhancements and guide website functionality.
- Orchestrated and art directed seasonal photo shoots, including overseeing and creating shot lists, direction, and creative feel.
- Successfully streamlined the internet photo process to achieve a 40% annual cost reduction.
- Drove the email design and production process; developed creative briefs in collaboration with the email marketing manager; optimized test plans and versioning strategy for segmentation and targeting.

Sr. Creative Designer**5/2007 – 6/2008**

Developed and drove key aspects of the company's website re-design, including launching the video program.

- Conceptualized, directed, produced edited and delivered over 150 online videos; managed the production process and collaborated with the production vendor on the design of the video player, encoding and formatting.
- Art directed and managed external design team on email production, design, copy and coding.

PB TEEN**Creative Designer****5/2006 – 5/2007**

Designed and coded weekly email campaigns and blasts. Led the redesign of email templates with final creative significantly driving increased click-thru, open rates and conversion.

- Designed and developed screensavers, wallpapers and land pages for PB Teen site.
- Assisted with art direction, styling and photo shoot coordination.

POTTERY BARN**Packaging & Graphic Designer****6/2004 – 5/2006**

Concepted and designed standard and specialty packaging for 11 company categories while partnering with top management and the merchandising leads to achieve goals. Managed 30 vendors in nine countries.

- Designed retail store contest posters and collateral, along with print advertising for national publications.
- Streamlined packaging submission/approval process by developing a more efficient workflow.

AMERICAN AIRLINES**Flight Attendant / Instructor****9/1998 – 9/2005**

- Joined American Airlines as a Flight Attendant based in New York (JFK) - graduated in class 9830
- Worked internationally traveling to Europe, South America, Canada and the Caribbean.
- Elevated to the role of Flight Attendant Instructor, delivering impactful instruction over 2 years, successfully graduating 150+ new Flight Attendants in the intensive 8-week program.
- Honored with the prestigious PFA (Professional Flight Attendant) award for consistently delivering exemplary service.

EDUCATION

UNIVERSITY OF NORTH DAKOTA, BA, 1989 | BAY AREA VOCATIONAL COALITION, 2005