



CASEY CASTILLE

CREATIVE DIRECTOR

Concept Development
 Omnichannel Marketing
 OOH Marketing
 Integrated Marketing
 eCOM
 Branding
 Brand Development
 Interactive Creative Direction
 Motion Design
 Team Leadership
 Team Development
 Creative Mentorship
 Talent Development
 Creative Production
 Creative Budget Management
 Cross Functional Collaboration
 Photography
 Photoshoot Direction
 Video Direction + Production
 UX Design
 Post Production
 Music Production
 Visual Design
 Social Media Design
 Art Direction
 Adobe Creative Suite
 Illustration
 Figma
 AI

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DEVACURL (REMOTE)

CREATIVE DIRECTOR 2022-PRESENT

As Creative Director for this industry-founding hair care brand for textured hair, I help bring the brand mission and vision to life. With a successful focus on creating conversions and new customer acquisition, I help define and realize creative across all business verticals, including the D2C and Pro divisions. **Recently, the video series I produced for Amazon drove a 9% lift, generating over \$700k during Prime Day 2023.**



ZENNI OPTICAL (REMOTE)

CREATIVE DIRECTOR 2018-2022

Leading a team of 8 art directors and designers through all aspects of the creative production workflow, I oversaw the majority of creative asset production for this \$500m online eyewear retailer. **My concept to marry celebrity partner Iris Apfel's style with Gen Z tastes generated over \$3m in sales.**



RH | RESTORATION HARDWARE (ONSITE/HYBRID)

SR CREATIVE LEADER ECOM 2011-2018

In my 7 years with this luxury furniture and lifestyle giant, I built and led the eCom image production team from a group of 2 to a fully fledged department of 17, with 22 additional outsource freelancers and vendors. I worked intimately with RH's Merchant team to bring the company's web presence to parity with its well-known print catalogs. **The efficiencies I helped create saved the company millions in product development costs through clear and flexible creative visualization.**

EXCEPTIONAL COMMUNICATOR + CREATIVE LEADER

EXPERT IN:

- Leadership and teambuilding of a distributed workforce
- Creative direction for conversion and new customer acquisition
- Digital marketing
- Integrated, omnichannel marketing
- Creative automation via AI and Figma
- Video storytelling
- Creative mentorship | talent development

GALVANIZING LEADERSHIP

PERSPECTIVE | EXECUTIVE MATURITY

HYPER COLLABORATIVE | TRUE TEAM PLAYER