

## STEPHANIE RELKIN

1850 S OCEAN DRIVE #507 | HALLANDALE BEACH, FL 33009 | 212.355.8883 | STEPHANIE@STEPHANIERELKIN.COM | STEPHANIERELKIN.COM

### PROFESSIONAL SUMMARY:

A creative professional with more than two decades of experience in concepting and creating dynamic imagery and design. Inspires excellence and passion within teams leading to energetic collaborations. Provides highly organized and budget conscious management for photo art direction, concept design and realization, production and casting. Portfolio showcases creative vision with a focus on design and photography.

### PROFESSIONAL EXPERIENCE:

CREATIVE CONSULTANT | CREATIVE & PHOTO ART DIRECTION — MIAMI, FL & NEW YORK, NY, PRESENT

KSC KREATE CREATIVE DIRECTOR FASHION — HOLLYWOOD, FL, 2012 TO 2013

- Oversaw and continually developed creative strategy for, but not limited to, the following Chico's FAS brands: Chico's, White House Black Market, and Soma.
- Accountable for developing and directing creative work of the highest caliber.
- Developed solid client relationships that position KSC as an integral part of client's team.
- Grew new business, generated over 2 million in revenue in first 6 months.
- Served as overall creative lead and managed creative teams.
- Instrumental in improving creative atmosphere by providing educational support to long term staff and opening new opportunities for direct reports.
- Initiated mentoring of junior creative staff through free studio time during none operational hours.

EDDIE BAUER SENIOR PHOTO AND CATALOG ART DIRECTOR — BELLEVUE, WA, 2010 TO 2012

- Concepted and executed graphics and photo design solutions which supported the brand strategy for Catalog, Ecomm and Retail divisions.
- Partnered with the Director of Photography to develop creative direction, photo plans, and overall departmental needs.
- Worked with the Design Director to create inventive catalog layout solutions based on seasonal concept, marketing and merchandising goals.
- Collaborated with Merchant teams to ensure creative executions met brand requirements and business needs.
- Managed team of photo and design art directors.

FREELANCE/CONTRACT CREATIVE WORK — NEW YORK, NY, 2008 TO 2010

**PHOTO ART DIRECTION** – DIRECTED AND DEVELOPED COMPELLING VISUAL NARRATIVES, GENERATED IDEAS AND IMAGES WHILE CREATING BRAND STRATEGIES.

- Garnet Hill, J.Jill and Eddie Bauer.

**ART DIRECTION & DESIGN** – TRANSLATED STRATEGIES INTO OUTSTANDING CONCEPT AND DESIGN COMMUNICATIONS.

- Hamptons magazine, InStyle, Conde Nast Bridal Group, People, Sports Illustrated for Kids, Walmart–All You Magazine and Lafayette148 catalog.

BLOOMINGDALE'S DIRECT ACTING CREATIVE DIRECTOR — NEW YORK, NY, 2007 TO 2008

BLOOMINGDALE'S DIRECT SENIOR ART DIRECTOR — NEW YORK, NY, 1999 TO 2007

- Partnered with the VP of Creative Services to generate concept development and strategic planning for both channels of the direct business: catalog and web sites.
- Managed a \$10,000,000 creative budget.
- Created 54 annual catalogs including fashion, home, holiday, and sale.
- Supervised creative staff of 17 designers and copywriters.
- Conceptualized, planned and directed numerous model/still life photo shoots to ensure product integrity and brand cohesiveness.
- Redesigned both of the company's web sites, Bloomingdales.com and Bloomingdale's WeddingChannel.com.
- Developed new and exciting, brand right home pages, landing pages, trend pages, emails and banners for Bloomingdales.com.
- Collaborated with online publishers on custom advertising opportunities for Bloomingdales.com.
- Partnered with production to ensure print quality of merchandise and design.
- Prioritized workflow and provided copy style guide for staff adhering to legal standards and parameters.
- Interviewed potential creative talent and provided recommendations on new hires.

THE VALENTINE GROUP ASSOCIATE CREATIVE DIRECTOR — NEW YORK, NY, 1997 TO 1999

PARTNERED WITH PRINCIPAL/CREATIVE DIRECTOR TO DEVELOP BRAND POSITIONING AND DESIGN STRATEGIES FOR LUXURY BRANDS.

- The Metropolitan Museum of Art, MoMa, Real Simple magazine, Aveda, Crabtree & Evelyn, Kravet Fabrics, Dillards, Interface Americas.
- Developed broad range of collateral including catalogs, magalogs, identity systems, packaging, web site development, print advertising, magazine development and media kits.
- Assisted, directed and managed photo shoots.
- Managed key client relationships and negotiated project schedules and creative fees.
- Supervised team of in-house designers, freelancers and external creative resources.

FREELANCE/CONTRACT WORK — NEW YORK, NY, 1996 TO 1997

- Aveda: Designed Soil to Bottle™ an Aveda publication that documents the lifeline of their essential oils.
- B.Dalton, Kinney Shoes and Kids Foot Locker: Developed in-store signage and point of purchase materials.
- Nantuket Nectars: Successfully launched new product line maintaining brand consistency.

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**PROFESSIONAL EXPERIENCE CONTINUED:**

ITHACA INDUSTRIES SENIOR ART DIRECTOR — NEW YORK, NY, 1993 TO 1996

MARTHA VOUTAS PRODUCTIONS ART DIRECTOR — NEW YORK, NY, 1991 TO 1993

**EDUCATION**

Bachelor of Fine Arts degree in Communication Design, 1991, Syracuse University, Syracuse, NY

Scholarship Award Alpha Xi Delta Sorority and Dean's List

**TECHNICAL SKILLS**

Adobe Creative Suite, QuarkXPress, Adobe Muse, Dreamweaver, Microsoft Office