

Hayley Champoux

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A Creative Marketing Leader with over 10+ years of experience building full-funnel, impactful work at Global & Growth-Focused Brands such as Nike and The RealReal.

EXPERIENCE

VOWELS

Head of Brand Marketing
Sept 2023-Present

As Vowels' first full-time marketing hire, I collaborate directly with the Creative Director and Chief Executive Officer to bring the alternative-luxury brand's vision to life digitally & physically. Through my relationships with the most talented Press, Creative, Design, Media, Production, Architecture, Engineering, and Development partners, I took an investor-funded brand concept from simply a name to a world, existing in the modern menswear zeitgeist globally.

- Led foundational brand DNA + guidelines project in partnership with external design teams to support all brand materials, e-commerce & MARCOM creative needs
- Oversee full realisation of first brand retail concept, Vowels Showroom and Research Library at 76 Bowery in New York in partnership with Nile Greenberg of ANY LLC and Vowels' Creative Director
- Oversee all launch strategy for US + Japanese markets, including all Press, Seeding, Influencer moments and events
- Project manage & oversee budget for all brand expressions post-launch: Paris mens SS25 presentation, photo + video campaign creation + post-production, all paid media + OOH campaigns
- Build teams to be flexible to business needs, between full time and freelance hires, optimizing budget
- Evaluate target audience framework & evolution through organic and paid efforts and in partnership with external press & media teams
- Oversee marketing editorial calendar & channel management, ramping up CRM efforts within the purchase funnel
- Pitched brand vision & concept to LVMH innovation team in Paris, Syndicate de la Haute Couture, and Sydney Toledano
- Travel frequently to Japan & Paris, developing relationships and understanding of the global working culture

HKC STUDIO LLC

Creative & Brand Consulting
January 2023-Present

Studio Projects:

- Led a cross-market investigative reporting project evaluating current state of mens streetwear in partnership with a global trend forecasting agency
- Curated focus groups in NYC, LA, and Paris to explore youth interest in tech (AI, NFC, NFTs) and its intersections with fashion
- Developed vowels' marketing framework, calendar & budget for FY 24,25 (10m+) with detailed Marketing Spend overview for investors
- Collaborated with production & creative agencies to develop creative, narrative concepts for global brands' 360° marketing campaigns

THE REAL REAL

Creative Director
August 2022-September 2023

Reported directly to the VP of Site Merchandising, leading a team of 8 designers and art directors on campaigns and internal branding projects. Partnered with Site Merchandising & Marketing leadership to streamline workflows and optimize design team time.

- Led all campaign design & creative concepts for brand-moments such as Earth Day, National Consignment Month, New Year.
- Oversaw internal on-set photo art direction to ensure consistency with season & brand concept.
- Collaborated with User Experience Design team to establish best practices for all screen ports with an emphasis on ADA compliance
- Collaborated with Marketing & Retail teams to re-concept all design and copy consistency and needs per retail location
- Led project concept and narrative development for 2x global television commercials annually

Design Director

January 2022-August 2023

- Executed weekly design for all site touchpoints (homepage, category pages, speciality pages) and led cross-functional design meetings
- Collaborated with larger Creative Team via project management tools to ensure process efficiency
- Prepared cross-channel design concepts for key shopping moments such as President's Day and Memorial Day.
- Used design to streamline complicated messaging hierarchies touting both buying and selling.

NIKE

Brand Creative, Narrative Manager

October 2020-December 2021

- Architected & optimized production processes by working directly with Production Companies, creating cost efficiencies and streamlining work
- Led creative strategy across New York to support a holistic city-focused perspective on global brand narratives
- Spearheaded a brand-shift project to support short-form storytelling alongside tentpole brand campaign moments and developed these storytelling platforms in partnership with creatives, talent, athletes
- Innovated through Covid-19 by creating brand-owned storytelling platforms to drive engagement and convert to become Nike members
- Participated in an internal thinktank for managers to spearhead and champion growth amongst creative teams, ultimately redesigning our org

Digital Brand Manager

July 2018-October 2020

- Partnered with Category Brand Marketing to identify the “NYC 100” most influential names in sport and culture and developed long-term relationships to support authentic storytelling.
- Developed concepts, produced, and post-produced numerous creative campaigns in partnership with Production Companies, Photographers, Directors
- Managed creative campaign projects with budgets of 1m+, distributing content across across paid media, production and additional amplification tactics
- Developed relationships with relevant platforms such as Meta, Twitter, Snapchat, Tiktok to co-create large-scale moments together and unlock platform innovation
- Created & refined moodboards, scripts & production plans in partnership with category Brand Marketing.
- Collaborated with Brand Insights Teams to develop exclusive content and storytelling for the Nike App.

Creative Producer (Digital Specialist)

October 2015-July 2018

- Worked nimbly with tight budgets to bring a creative, youthful perspective to the intersection of sport and culture.
- Maintained Nike.com/NYC and @NikeNYC social handles in collaboration with copywriter.
- Organized and maintained the city-wide editorial calendar & creative content plan for 8-10 brand categories.
- Produced creative briefs for agencies & production talent to begin a creative development process.
- Created relationships with local creative talent to shoot and post-produce content with quick turnaround.
- Pitched 360° digital marketing plans to city & regional category teams to promote, cover & recap brand moments such as Air Max Day, New York City Marathon, New Years Resolution Campaigns.
- Collaborated with globally-renowned creative agencies to develop marketing campaign extensions (ex. microsite development, media takeover, etc)

EDUCATION

UNIVERSITY OF WESTMINSTER

January 2013 - June 2013

Fashion Business & Merchandising, Study Abroad Programme

FASHION INSTITUTE OF TECHNOLOGY

September 2011 - June 2013

Bachelor's Degree in Fashion Merchandising Management, Product Development

September 2009 - May 2011

Associate's Degree in Advertising and Marketing Communication