

Hayley Champoux

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A digital-first creative leader with over 10+ years of experience building full-funnel, social-first work at Global & Growth-Focused Brands such as Nike and The RealReal.

EXPERIENCE

VOWELS

Creative Director, Marketing

Sept 2023-Present

As Vowels' first full-time marketing hire, I collaborate directly with the Apparel CD and CEO 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 through our product, archive space, and campaigns.

- Develop all social creative campaigns in partnership with Apparel Creative Director to storytell across organic & paid channels
- Lead foundational brand DNA + guidelines project in partnership with external design teams to support all brand materials, e-commerce & MARCOM creative needs
- 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
- Oversee full realisation of first brand retail concept, Vowels Showroom and Research Library at 76 Bowery in New York in partnership with renowned architecture firm ANY LLC
- Build teams to be flexible to business needs, between full time and freelance hires, optimizing budgets on a per-initiative basis
- Evaluate target audience framework & evolution through organic and paid efforts and in partnership with external press & media teams
- Oversee marketing editorial calendar & daily channel management to launch products and ensure storytelling supports the CRM purchase funnel
- 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:

- Develop social media creative launch strategies for global athleticwear brands (nda)
- Lead social strategy and art direction for a startup skincare brand (nda)
- Develop creative, narrative concepts for social-first marketing campaigns for clients including: Amazon Autos, Amazon Small Business, WHOOP
- Lead cross-market investigative reporting projects to evaluate and share trends in partnership with global trend forecaster, Sean Monahan
- Develop marketing framework, calendar & budget for vowels' first year FY 24,25 (10m+) with detailed spend overview for investor audience

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 company-wide shift project to focus on short-form storytelling alongside tentpole brand campaign moments, developing deeper partnerships with production companies, talent, athletes
- Innovated through Covid-19 by creating brand-owned storytelling platforms (.com gated sites) 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

- Developed concepts, produced, and post-produced numerous creative, social-first campaigns in partnership with Production Companies, Photographers and Directors.
- Managed creative campaign project budgets of 1m+, distributing content across across paid media, production and amplification tactics
- Developed relationships with relevant platforms such as Meta, Twitter, Snapchat, Tiktok to co-create large-scale moments together and unlock platform innovation
- Collaborated with Brand Insights Teams to refine targeting strategy and develop exclusive content for Nike Apps (NTC, NRC, Nike).
- 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.

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.
- Created and produced all content for 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