

JENNIFER MARLATT

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professional summary

Strategic, action-oriented Creative Leader with 15+ years leading integrated marketing campaigns and brand strategy for iconic retail and consumer lifestyle brands. Known for translating strategic intent into emotionally resonant customer experiences and high-impact omnichannel creative. Proven track record of building and mentoring high-performing creative teams, inspiring creative innovation and have fun while doing it. Collaborative cross-functional partner to elevate brand storytelling from concept through execution.

core competencies

Creative Direction • Art Direction • Brand Strategy & Identity • Conceptual Development • Trend Analysis & Forecasting
Visual Storytelling • Photography, Motion & Video Direction • Integrated Campaign Omnichannel Marketing & Creative Team Leadership • Stakeholder Presentations • DEI Marketing • Environmental & 3D Design • Adobe Creative Suite
Figma • AI Integration (Pencil, Firefly, ChatGPT) • Microsoft Office Suite

experience

Bath and Body Works digital editorial art director | october 2022-december 2025

- › Translated marketing strategy and brand vision into emotionally driven omnichannel campaign experiences across app, e-commerce, email, paid media (SEM/display/social) and DEI marketing initiatives; \$1-3MM digital campaign budget
- › Led executive-level creative presentations; developed concept decks aligning strategic intent to creative direction and final review decks to align stakeholders and creative leadership on final execution
- › Art directed photography for static and stop-motion assets; built detailed shot lists and partnered with studio teams to produce on-brand digital content
- › Empowered and mentored a team of 4–6 designers, fostering a culture of innovation, ownership, and on-time delivery within aggressive milestones
- › Pioneered integration of AI-powered design tools, video content, and Figma into the creative workflow, improving digital output quality and brand standards compliance
- › Built cross-functional partnerships with marketing, merchandising, and production teams to introduce process improvements across workflow and communications

DSW art director, brand & forward planning | october 2020-april 2022

- › Led strategic marketing intent into seasonal campaign concepts, directed creative from ideation through final delivery across social, paid media, email, site and retail environments
- › Patterned fashion markets for relevant trends in strategy, graphics and photography; developed and defined graphic treatments relevant to brand standards
- › Partnered with the Creative Director and Sr. Producer throughout the development and production of all photo shoots
- › Captured BTS (behind-the-scenes) content for authentic organic social, driving engagement across social channels
- › Managed a team of 9 designers creating all social, paid media, email, site and stores assets within fast-paced timelines
- › Cultivated relationships with cross-functional partners, introduced process improvements for a more efficient workflow

The Table co-owner, creative direction | june 2011-june 2020

- › Founded and led full-service sustainable farm-to-table restaurant and bar concept, brand strategy and identity from the ground up across all touch points
- › Developed the brand story that translates through all graphic elements, environment, style of service and overall customer experience
- › Designed branded environments, curated repurposed furnishings, and created all print, social and digital assets to communicate a cohesive brand narrative
- › Developed marketing and business-growth strategy to educate patrons and drive traffic; planned and executed events for up to 200+ guests

Lbrands, The Center designer contract | august 2016- march 2020

- › Developed test concepts for 4 global brands per request of CEO for flagship store activations
- › Collaborated with Visual and Store Design teams to develop emerging campaign concepts for flagship windows, in-store signage and environmental graphics

Victoria's Secret International- Beauty & Accessories

senior designer contract | march 2015-september 2015

- › Applied global brand expressions across print and digital marketing materials for international stores, including culturally adapted content for conservative-market affiliates
- › Designed window graphics, interior store signage, collateral and direct mail for international retail partners international retail partners across diverse global markets

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La Senza senior graphic designer | september 2010-august 2014

- › Partnered with cross functional Directors to develop strategic intent for global in-store marketing campaigns, from concept through final execution
- › Researched fashion market trends in graphics, windows, and photography; translated brand-relevant insights into compelling visual campaign stories
- › Concepted emotionally dynamic editorial content for international campaign launches; developed illustrative styling, graphics & typography relevant to brand standards
- › Directed photography, video, and styling for seasonal campaign shoots; managed stylist, set designers and video editing
- › Ideated window concepts within very tight budgets
- › Explored and ideated dynamic in-store window concepts to meet limited budgets; innovative materials, production and technology applications
- › Initiated and developed Brand Identity Pillars to guide strategy and design across bra personalities — a foundational brand architecture project

Victoria's Secret senior designer contract | august 2009-september 2010

- › Supported the creative team in brand expressions and campaigns for in-store, direct mail & large scale marketing materials for million-dollar campaigns; finalized and released production-ready files to vendors

Barrio creative director | february 2009-january 2012

- › Led full brand creative direction for a hospitality concept, including photo direction, print collateral, digital assets and social media strategy

Collier West art director | january 2008-july 2011

- › Conceptualized and produced event campaigns maintaining brand integrity across in-store and digital channels

Bath & Body Works senior designer contract | may 2008-january 2009

- › Supported the Store marketing department with editorial campaigns across in-store marketing and direct mail
- › Illustrated environmental Holiday concepts for share holder and vendor presentations

education

Columbus College of Art and Design | columbus, ohio

- › BFA in Industrial Design, continued education in Graphic Design

Columbus State Community College | columbus, ohio

- › Continued education in Visual Communication and Multimedia

professional affiliations

Leadership Boardroom member | december 2024 - present

- › Experienced leaders sharing their best secrets, strategies and practices to create their best lives

Frankinton Cycle Works board member | january 2026 - present

- › A non-profit building bicycles, building relationships and bringing a community together

references

Professional references available upon request.