

MISSY REZNY

CREATIVE DIRECTOR | RETAIL + COMMERCE | BRAND + STORYTELLING

DENVER, CO | MISSYREZNY@GMAIL.COM | WWW.MISSYREZNY.COM | 316.519.6477

SUMMARY

Creative Director with 15+ years of experience building brands and leading integrated creative across retail, commerce, content and digital. A big-picture thinker and hands-on creative leader with strong creative judgment, a writer's perspective and a passion for developing ideas and people.

EXPERIENCE

CREATIVE DIRECTOR | Integer > Tracy Locke > Flywheel — Denver, CO | 2020–Present

- Lead multidisciplinary teams across copy, design, strategy and production to deliver integrated omnichannel campaigns for nationally recognized consumer brands.
- Lead creative strategy, product launches, integrated campaigns and brand storytelling for brands including Pampers, Neutrogena, Aveeno, Johnson's Baby, Sally Hansen and BBU.
- Translate complex product claims, consumer insights and sustainability messaging into compelling brand stories that inspire confidence, connection and action.
- Build scalable creative systems, messaging frameworks and campaign toolkits that improve consistency, streamline execution and enable high-quality work across brands and markets.

ASSOC. CREATIVE DIRECTOR | Integer — Denver, CO | 2018– 2021

- Led multidisciplinary creative teams across retail, print, social and digital campaigns for P&G Innovation, Sally Hansen and Clairol.
- Directed integrated campaign development, shaping brand voice and customer-facing storytelling aligned to business objectives.

CREATIVE DIRECTOR OF SOCIAL MEDIA | Macy's — New York, NY | 2015–2018

- Led multidisciplinary creative teams delivering integrated campaigns across social, editorial and digital during a period of significant brand growth.
- Led cross-functional creative teams delivering seasonal retail campaigns and integrated content supporting major customer moments including Black Friday, Thanksgiving Day Parade, Flower Show and Fashion Week.
- Revitalized Macy's beauty blog through improved storytelling, design, SEO strategy and product integration, contributing to a 900% increase in sales.

COPY MANAGER & SR WRITER, BRANDING, EVENTS & UX | Macy's — NY, NY | | 2010– 2015

- Led and mentored a team of writers responsible for brand, events, social and UX.
- Established editorial strategy and brand messaging across digital and retail experiences.
- Helped evolve Macy's social presence through stronger brand voice and content strategy, contributing to audience growth from under one million to more than 15 million followers.

ASSOC. ART DIRECTOR & HEAD WRITER | UncommonGoods — Brooklyn, NY | | 2007– 2010

- Helped define the UncommonGoods brand voice across ecommerce, catalog, email, editorial and community channels during a company-wide brand redesign.
- Developed and art directed product storytelling, marketing campaigns and editorial content across print, digital, email and social.
- Contributed to the redesign and expansion of the email marketing program, helping drive a 150% increase in revenue.

EDUCATION

B.A. in Journalism
University of Missouri–Columbia