

CARRIE CROW

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US & EU Citizen

Executive Summary

Accomplished Creative and Brand Specialist with a proven track record of transforming organizations through innovative strategies, visionary leadership, and data-driven creativity. Over a decade of experience in driving brand growth, elevating creative performance, and championing DEI in the wellness, food, and lifestyle categories. Adept at orchestrating cross-functional collaboration, optimizing operations, and enhancing brand narratives to achieve extraordinary results.

Currently, as VP, Creative at BODi (ex- Beachbody), led a 360 rebrand, surpassing expectations by aligning brand narrative and aesthetic to market research and consumer insights, driving a significant increase in website traffic and sales. Notable keynote speaker on topics related to creative leadership and data-driven growth at prestigious industry events, such as In House Agency Forum, Henry Stewart Events, and the Mars Wrigley Annual Chocolate Conference.

Experience

BODi (ex-Beachbody), Ladder Sports Nutrition

GVP, Creative

2024 - Present

VP, Creative

2021 - 2024

- Lead 360 rebrand of 24 year old legacy organization from The Beachbody Company to BODi leveraging consumer insights and market research to steer creative direction
- Elevate photography and design, enhancing visual appeal and brand image, receiving praise in qualitative studies and customer feedback on new brand direction
- Increase site traffic to fitness launches >200% YoY; beat nutrition sales forecast >140% for new product launches
- Forge dynamic partnerships with cross-functional teams, blending insights from Growth Marketing and Brand Strategy to reduce CAC by >30% through iterative, data-informed executions
- Expand in house Creative and Production capabilities to reduce reliance on external partners with 80% YoY savings
- Own resourcing the creative work across a team of 40 and 2 agency partners working to support complex house of brands ecosystem

HelloFresh US

2020 - 2021

Associate Director, Studio

- Owned and drove capital projects within the two studio locations (Brooklyn and Boulder) including a 10,000 square foot studio build out in Industry City
- Refined operational efficiency, increasing set capacity >200% YoY without adding additional staff
- Developed an in-studio Innovation Lab to and expand studio capabilities, reducing reliance on high cost editorial freelancers saving >20% in spend YoY
- Managed studio production calendars across two locations ensuring photography was executed at the highest standard, transparent of origin
- Implemented proven and innovative team leadership solutions to foster an environment of inclusion, collaboration, innovation and excellence

CaaStle, Inc.

2019 - 2020

Director, Creative + Studio Operations

- Managed a budget of \$2MM per annum, across two Caastle Owned & Operated brands
- Owned and managed Photo & Creative budget and resourcing strategy, working with Acquisition Marketing leadership on content investment strategy

- Eliminated operational obstacles in e-comm studio to increase set capacity >20% YoY
- Represented the Creative and Photo teams and act as the departmental liaison with cross-functional leadership—synthesizing business goals, process, and resource allocation
- Led and mentored a team of designers, copywriters, producers and project managers across NYC and Columbus, OH

HelloFresh US

2018 - 2019

Associate Director, Creative Services

- Formed and led the first-ever Performance Creative team at HelloFresh, able to respond to market trends and achieving double-digit growth, resulting in the company's historic profitability
- Partnered with Growth Marketing team to track content performance, inform iteration and devise rapid execution strategies to improve speed to market and impact to CAC
- Maintained heavy project portfolio regularly reprioritizing to align to business objectives
- Managed a content creation budget of \$2MM per annum, across the 3 brands of HelloFresh
- Oversaw management of editors, production designers, copywriters and external creative agency partners

Brand Building Communications

2014 - 2018

Senior Creative Director

- Built first in-house creative studio for mid-sized lifestyle agency
- Ideated concepts and oversaw the development and end-to-end production of all creative projects across brands, resulting in increased content engagement >2000% YoY
- Designed client brand guides, visual systems and photography guidelines
- Recruited and managed team of creative professionals and external freelance vendors
- Clients included: Mars Wrigley, American Heritage Chocolate, Revlon, Almay, Zoe Blueprint

Managing Producer + Photographer Independent

2008 - 2014

Speaking Engagements

Keynote speaker specializing in the following content:

Why Creative Matters: The Extraordinary Power of Creative at the Intersection of Brand & Growth
 Harness the Power of Data to Lead a Dream Team that Thrives in Hyper Growth
 Building Modularity and Flexibility in Your Team to Accommodate Rapid Change
 Studio Management and Production in the Age of COVID

Henry Stewart Festival of Creative Operations, UK

October 2023

Creative Force E-commerce Content Creation Podcast

April 2021

In House Agency Forum, Boston

May 2020

Insight Exchange Network Creative Operations, Nashville

September 2019

Mars, Wrigley Annual Gathering of the Historic Chocolate Society, Washington DC

September 2017

Education

City University of New York, Graduate Center

Master of Arts in Liberal Studies; Art History and International Relations emphasis

New York University

Tisch School of the Arts, BFA (Cum Laude, Founder's Day Scholar)

International Center for Photography, Cooper Union, and School of Visual Arts

Extensive courses in photography, videography, lighting, graphic design, print production, and brand strategy