

TIM SCULLY

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A front-runner and producer of social media centric marketing initiatives, he currently brings signature inspired thinking and idea showmanship to any branded shopping experience. A passion for the evolving world of digital media. An analytical thinker with a focus on performance within the fashion, entertainment, and technology space with budgets ranging from \$500k - \$125MM.

Specialties: Integrated Digital Marketing Strategies, Digital Execution, SEM/SEO, Mobile, Video, Social, Strategic Partnerships + Brand Integrations, Creative Direction, Performance Analysis + Optimization, Digital Content Creation + Distribution, Emerging Technologies, Project Management.

MAXMOI –

SVP DIGITAL CREATIVE – LOS ANGELES, CA 2013 - 2016

Launched and responsible for building a community of Maximalists, which is the opposite of minimalism. MAXMÓI is the first omni-channel brand in the world dedicated to carefully selected interior designers, private collectors globally, aggregating content, furniture, fine art and other treasures from the most trusted and respected circles in the business. Specifically chosen for those who live and value an audacious, experimental and fearless lifestyle described by many simply as, “More is More”.

MAXMÓI goes beyond simple merchandising and use the art of storytelling to bring the first global community of Maximalists together as we enter a new epoch of design. Audacious, Experimental and Fearless are attributes that define Maximalism.

LUCKYBRAND JEANS –

VP, COMMERCE AND CONTENT – LOS ANGELES, CA 2011 - 2013

Ensure all digital UX is engaging, innovative, brand elevating, and revenue generating. Lead direct designers, copywriters, agencies, stylists and photographers. Direct all Digital engagements and editorial features for LuckyBrand.com, growing \$15m in revenue and grew to over \$40m within a year and a half. Built compelling user-centric experiences guided by data on what drives Traffic, Conversion and AOV. Brainstorm ideas for campaigns in social, digital & print, and spearheaded their execution. Partnered closely with product design and merchant groups to ensure unified vision and drive sales. Designed sales-driven email creative for Lucky Brand stores, LuckyBrand.com, Outlet, and Canada. Concept, board, and present Brand strategies to Chairman of the Board at 5th and Pacific. Developed Concept and develop marketing micro-sites and content for Facebook and Twitter.

HSN –

VP, DIGITAL COMMERCE – ST. PETERSBURG, FL 2010 - 2011

Revised HSN's Digital UX Division. Led digital campaigns for social and financial phenomenon's 'Mary J Blige'; DreamWorks "The Help" "Jennifer Lopez, Fragrance Love and Light" Mariah Carey products. Launching all mobile, generating over \$400M in revenue over the \$1B in sales on HSN.com. Partnered with Conde Nast in creating a strategic partnership with online subscriptions for over \$40M in sales. Enhancing and launching HSN's Mobile platforms and delivering HSN.com as the top 10 most trafficked e-commerce sites that creates unique experiences by leveraging content, community and commerce. Positioned HSN as an industry leader in transactional innovation, offering services such as HSN's Shop by Remote, the only service of its kind in the U.S.; mobile applications, including HSN apps for iPad, iPhone, Android; and HSN on Demand. Leveraged and built a Multi Channel approach integrating Digital with Television in a seamless experience. Generated live engagement with hosts and

designers online after episodes. Strategically built online content strategies that continued to drive traffic an engagement seasonally. HSN's Facebook Page tallied from 30K to 1.2 million fans and daily engagement, shares and reach were in the millions. Launched the HSN Arcade which engages over 2 million a year in sales and social sharing.

HALO WORLDWIDE – CONSULTANCY

UX DIGITAL – LOS ANGELES, CA 2005 - 2010

Digital UX Design and West Coast lead for communications consultancy. Directed the development of all digital strategic, creative, and media solutions for a variety of projects that included:

UNIVERSAL MUSIC GROUP: Designed the master user interface for the company's central, single consolidated view of all available products and explorations. Interactive application allowed for inventory management and pricing descriptions that result in the electronic delivery of digital products to external parties and business partners. Supported content development and usability.

FANDANGO: Directed the UX strategic redesign of Fandango's digital assets. Mobile and flat site. Managed departmental digital directors, product managers, application developers, production staff, UX staff, information architects, design managers, user-interface designers, graphic designers, and quality assurance personnel. Assessed operational strategy, research, reports and budgets; monitored profit and loss reports for the digital departments.

GSI COMMERCE/SMARTBARGAINS: Led development of a highly customizable, dynamic, and sophisticated eCommerce marketplace that resulted in the spin-off online retail brand Rue La La. Oversaw brand development and established in-house style and process. Directed two photography studios and a team of stylists in two states for the art direction, merchandising, and commercial images of all luxury brands. Directed digital staff of UX designers, graphic designers and photo editors.

BASESIX, INC – Digital Agency

CHIEF DIGITAL OFFICER - BOSTON, NEW YORK, PHILADELPHIA 1999 – 2004

Launched advertising/branding studio specializing in strategic online advertising, and collateral development across healthcare/wellness, finance, communications, and entertainment industries. Maintained a staff of 100 in Boston, New York, and Philadelphia with monthly billings exceeding \$1M. Key clients included: Johnson & Johnson, McNeil Pharmaceutical, National Geographic, Cinemax, HBO, AT&T Broadband, General Motors, GE Financial, Putnam Investments, MBNA, and Polaris Ventures. Personally responsible for winning more than \$20M in billings and raising \$5M in venture capital for business growth.

CAMBRIDGE TECHNOLOGY PARTNERS – Technology

DIRECTOR DIGITAL - NEW YORK 1998 – 1999

Led strategic positioning for major new product launch for McNeil Consumer Healthcare. Created, documented, and implemented online brand processes within the newly-formed creative department, and adapted it to existing methodology.

EDUCATION

NORTHEASTERN UNIVERSITY – Bachelor of Science in Visual Media Design, 1988