

**TIMOTHY SCULLY**

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Specialties: Media & Entertainment - Innovation - Customer/Consumer Experience Transformation - Business Development - C-Level Engagement and Relationship Management - Executive Consulting & Advisory Services - Enterprise Development - Enterprise Scope & Needs Analysis - Cyber Security - Strategy, Planning & Management - Strategic Partnerships - M&E Industry Specialist - Media Content Development - Gaming - Vendor Alliances - Assessing MCPs and developing customized solutions - Landing Pages - Grid Pages

**CONSULTING - UX DIGITAL STRATEGY**

2017 - Present

Working with companies designing user experiences and Process flows that guide the user through the purchasing funnel.

**DIFFERENTIAL BRANDS GROUP, INC. - EXECUTIVE PARTNER /GM** LOS ANGELES, CA 2016 - 2017

A platform that focuses on branded operating companies in the premium apparel, footwear and accessories sectors. Current brands are Hudson®, a designer and marketer of women's and men's premium, branded denim and apparel, Robert Graham®, a sophisticated, eclectic apparel and accessories brand seeking to inspire a global movement, and SWIMS®, a Scandinavian lifestyle brand best known for its range of fashion-forward, water-friendly footwear, apparel and accessories. Hudson Jeans is a premium denim brand, \$100M in revenue, sold in Harrods, Selfridges and Nordstrom's. D2C eCommerce Company.

- Led cross-functional business units with reporting teams spanning Digital Marketing, Fulfillment, Digital Product Management, Merchandising and Planning, UX & UI, end-to-end Supply Chains, Site Operations, Planning and Resourcing to Customer Service. Responsible for operations and support across all channels. Built an effective MIOE / S&OE process. Educating internal stakeholders and planning teams on the benefits of a mature MIOE process.

RESULTS: Grew the active email list size by 70% and email revenue by 44%. Increased Paid Search revenue by 45%. Drove improved engagement which led to more frequent visits by return users and substantial gains in critical KPIs: Session duration up 20%, Conversion rate up 23%. Formed a successful relationship with movie powerhouse Paramount Pictures for Ghost in the Shell. A collection designed for the movie which successfully drove traffic and email subscriptions with a 4X ROI. Grew D2C-e-commerce 50% YoY. Integration of successful supply chain Strategies.

**TONY DUQUETTE - CUSTOMER EXPERIENCE STRATEGIST - MAXMOI, BEVERLY HILLS, CA** 2013 - 2016

An e-commerce start-up. MAXMOI was the first Maximalist site dedicated to carefully aggregated content/products curated to a Maximalist Esthetic. Created an MVP that curated over \$100M in products. Signed on 100 Designers from around the world.

**LUCKY BRAND JEANS - VP, UX COMMERCE / ANALYTICS** LOS ANGELES, CA

2011 - 2013

\$400M premium denim company sold in over 400 stores. D2C eCommerce Company. Recruited by Chairman of Board Bill McComb.

- Ensured all digital UX strategy was engaging, innovative, brand elevating, and revenue generating. Led team of direct designers, copywriters, agencies, stylists and photographers.
- Built compelling user-centric experiences guided by data that drove traffic, conversion and AOV. Brainstormed ideas for campaigns in social, digital & print, and managed supply chain merchandising strategies.

RESULTS: grew e-commerce revenue \$5M to \$50M within a year and a half.

**HSN** – VP, UX DIGITAL COMMERCE ST. PETERSBURG, FL 2010 - 2011  
A \$4B 24/7 television network shopping channel that competes with QVC.  
D2C eCommerce Company.

- Launched first HSN mobile platform. Developed branded digital campaigns for social 'Mary J Blige'; DreamWorks "The Help" "Jennifer Lopez, Fragrance Love and Light" Mariah Carey.
- Built and leveraged 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 and engagement seasonally. HSN's Facebook Page grew from 30K to 1.2 million fans and daily engagement, shares and reach were in the millions. Launched the Gaming HSN Arcade, generated \$2 million in sales and increased social engagement.

RESULTS: HSN's Mobile platforms helped moved HSN.com to becoming top 10 most trafficked e-commerce site. Mobile contributed \$400M over the \$1B on HSN.com

**HALO WORLDWIDE** – LEAD UX/BRAND STRATEGIST 2005 - 2010  
\$4M digital consultancy headquartered in Boston. Halo is now dissolved and only does strategic consulting for Apache in Boston.

- Directed the development of all digital strategic, creative, and media solutions. Universal Music Group: Designed the master user interface for the company's central, single consolidated view of all available products and explorations. Fandango: Directed the UX strategic redesign of Fandango's digital assets. GSI Commerce/Smart Bargains: Led development of marketplace that resulted in the spin-off online retail brand Rue La La.

RESULTS: site generated \$100M in sales with 500,000 new customers and retention rates in excess of 30%. Authored the strategy and launch of the SmartBargains' loyalty club - Smart Shoppers Club.

**BASESIX, INC** – FOUNDER / CDO BOSTON, NY, PHILADELPHIA 1999 - 2004  
Brand Strategy Agency with Johnson and Johnson as the first client. Grew to over 100 employees in three offices with billing exceeding \$1M monthly in just 2 years. Personally won \$20M in billings.

- Raised \$5M from First Union Venture Partners (Wells Fargo). Key clients included: Johnson & Johnson, McNeil Consumer Healthcare, National Geographic, Cinemax, HBO, AT&T Broadband, General Motors, GE Financial. MBNA, Student Advantage, ACUVUE.

RESULTS:GE Financial - 56% of new users visited the site 2-3 times per week and grew 58,000 registered users within 4 months of site launch. AT&T Broadband - 8.1 million page impressions served in 6 months and 70,000 unique visitors per month.

EDUCATION - NORTHEASTERN UNIVERSITY - Bachelor of Science in Visual Media