

TIMOTHY SCULLY
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I'm a transformational digital leader for such brands as HSN, Lucky and Hudson Jeans, with a focus on creative execution that drives great measurable results. I have experience working with brands from creative design to execution. I'd say I'm a creative problem solver with a passion for fashion and home goods. Loving what I do and who I work with is who I am.

DESILU-STUDIOS - CREATIVE- Consultant LOS ANGELES, CA 2018 - Present
I work directly with the new Chairman to create creative opportunities with its properties and assets.

DIFFERENTIAL BRANDS GROUP, INC. - GROUP CREATIVE OFFICER LOS ANGELES, CA 2016 - 2017
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.

- I led creative teams and partnered with business leaders and C level executives across all other portfolio companies on achieving financial goals and reporting with teams spanning Digital Creative Marketing, Operations, UX & UI and Merchandising.

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%. Designed emails, Digital assets and all video assets for branded campaigns.

TONY DUQUETTE - CREATIVE DIRECTOR - MAXMOI, BEVERLY HILLS, CA 2013 - 2015
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. A more is more approach to living and turning the volume up on how one lives. This was such a fun experience for me and got to see the world through the eyes of some of the best designers in the world.

LUCKY BRAND JEANS - VP, CREATIVE / 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. At Lucky, I created the company's first digital model to help drive traffic to stores and online to help launch its digital business and grow it to 30% of annual sales worldwide.

- I ensured all digital creative UX strategy was engaging, innovative, brand elevating, with strong ROAS. Led creative teams of designers, copywriters, agencies, stylists and photographers.
- Built fabulous user-centric experiences guided by data that drove traffic, conversion and AOV. I executed ideas for campaigns in social, digital & print, and managed seasonal supply chain merchandising strategies.

RESULTS: I grew e-commerce revenue \$10M to \$40M within a year and a half.

HSN - VP, DIGITAL CREATIVE & COMMERCE ST. PETERSBURG, FL 2010 - 2011

A \$4B 24/7 television network shopping channel that competes with QVC.

D2C eCommerce Company. I really loved working at HSN and with the passionate teams I had.

- I 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 creative approach integrating digital with television in a seamless and omni channel way. I 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. I launched the Gaming HSN Arcade that generated \$2 million in sales and increased social engagement online.

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 - CREATIVE BRAND STRATEGIST 2005 - 2010

\$4M digital consultancy headquartered in Boston. Halo is now dissolved and only does strategic consulting for Apache in Boston.

- I 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 / CHIEF DIGITAL OFFICER 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