

KIRSTEN LUDWIG

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CONSULTING CREATIVE + BRANDING new york city 7/09-present

DAILY CANDY Created and launched Swirl by Daily Candy brand. AEROPOSTALE Fall, Holiday, SS 2010-2011 creative, advertising and visual campaign. PIPERLIME Concept, Art Direct and Edit Spring 2011 Campaign. YOUTH MARKETING Creative conceiving for Adidas, Juicy, T-Mobile and Havaianas.

ANTHROPOLOGIE SENIOR ART DIRECTOR philadelphia 2/09-8/09

Creative Change Agent for the Anthropologie Catalogue. Developed new concepts, themes, directions to bring the buzz back to the iconic book. Oversaw all creative and production teams. Created brand collaborations with Hatch Show Print, emerging artists including Au Revoir Simone, and storyteller Rob Ryan.

MARTIN+OSA SENIOR CREATIVE DIRECTOR new york city 07-09

Create, execute and roll out brand strategy, image and positioning including brand book, corporate identity, and graphic standards. Lead from concept to completion overall brand message, including: print, packaging, advertising, events, pr, direct mail, email, signage, and music. Lead and managed creative and production teams and external agencies.

AMERICAN EAGLE OUTFITTERS CREATIVE DIRECTOR OF BRAND new york city 03-07

Provided seasonal vision and direction of brand concept and directed execution across marketing and visual touch points. Conceived and directed all photography and brand imagery. Created and implemented entertainment strategy and all initiatives including branded entertainment, celebrity partnerships, broadcast, music videos, events and brand collaborations. Marketing trend research and direction.

POLO RALPH LAUREN GENERAL MANAGER DOUBLE RL BRAND los angeles 02 -03

Launched and oversaw west coast RRL brand flagship from inception. Established marketing, pr, events, grassroots and studio services. Directed and executed seasonal visual presentation and messaging. Hired, mentored and managed all staff. Managed budget, operations and established all processes from the ground up. Integral in west coast design direction, styling and vintage buying.

STYLE365.COM CREATIVE DIRECTOR / HEAD MERCHANDISER - STORE los angeles 01-02

Head merchandiser and buyer for all categories. Oversaw all marketing and branding for store, including designer partnerships, product promotions, events and packaging. Art direction and styling for all product photography and presentation. Developed private label style365 collection. Managed merchandising and operations store team.

FRED SEGAL I RON HERMAN DIRECTOR OF SPECIAL PROJECTS los angeles 99-01

Created and executed marketing, branding, and art direction for all campaigns including brand collateral and photography. Buying and product development for online store. Coordinated and executed all special projects, charities and events. Provided vision and strategy for all online marketing and creative. Managed online creative and production teams.

LOUIS BOSTON BUYER, VISUAL AND ASSISTANT STYLIST boston 96-99

Merchandiser and buyer for all categories. Researched and recommended emerging fashion designers and relevant lifestyle products. Collaborated with visual team on merchandising and window presentations. Created and produced all seasonal fashion shows, charity and events. "Louie" magazine assistant stylist and coordinator.

DON'T TELL IT MAGAZINE ASSISTANT FASHION EDITOR london 95

Fashion assistant and stylist working directly with the fashion editor on all photo shoots and editorial content. Attended press and fashion events for the magazine. Fashion editor and representative for London fashion week.

BOSTON UNIVERSITY BA IN VISUAL COMMUNICATIONS MINOR IN ART HISTORY