



Whitney Smith

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SUMMARY

Creative director and brand strategist who turns cultural insight into campaigns and partnerships that move the business. I lead creative strategy for Fetch's multimillion-dollar partner programs, and I've built the award-winning brand campaign, email system and creative rituals behind them.

AWARDS

American Advertising Awards (AAF), Regional, for Making Fetch Happen: **Best of Show, Gold** for Integrated Brand Campaign, **Gold** for Regional/National Commercial.

EXPERIENCE

Fetch

Director, Creative Strategy, Partnerships

FEB 2025 - PRESENT

- Lead creative strategy for multimillion-dollar partner programs across beauty, CPG, retail, beverage and restaurant, for partners including Amazon, e.l.f. Cosmetics, Chewy, Unilever, Inspire Brands, PepsiCo and Kellanova.
- Partner with Sales and Commercialization leadership to build the pitch concepts and campaign narratives used to win new business.
- Built AI-assisted creative systems that shorten pitch cycles from brief to concept.
- Led the Chewy Goodest Gift Guide, an influencer-style holiday program across in-app media, a branded storefront and chewy.com that drove 54% of dog supplies and 32% of cat category sales during the campaign, with a 3% click-through rate.

Associate Director, Creative Strategy, Brand and Campaigns

AUG 2022 - FEB 2025

- Concepted, scripted and co-directed Making Fetch Happen, Fetch's rebrand campaign with Daniel Franzese, and led its merch line and 360 rollout. It earned 1M+ YouTube views in week one, coverage in AdWeek, MediaPost and The Wrap, and AAF Best of Show plus two Golds.
- Directed a team of 6 designers and writers, setting creative direction across email, in-app, paid, social and lifecycle.
- Created and led a monthly Creative Recap reviewing all comms for performance, competitive trends and audience insights, turning findings into the next month's creative strategy.
- Launched culture-driven campaigns including Academy Rewards (+200% app traffic from Instagram), Written in the Stars (highest email engagement of the quarter) and Houses of Fetch (record Instagram Stories sharing).

Lead Designer, Lifecycle Marketing

MAR 2021 - AUG 2022

- Rebuilt Fetch's email program, replacing hero-image-plus-text sends with a modular, editorial system and introducing email best practices, lifting email engagement 600%.
- Created the design systems and templates that CRM, lifecycle and performance marketing still build from.

PRIOR EXPERIENCE

- **Brideside**, Senior Graphic Designer · Mar 2019 to Nov 2020. Led creative for a \$20MM direct-to-consumer brand through its corporate rebrand and new product lines. Built a scalable email and paid social design system across three sub-brands (250K subscribers, 200K followers), launched the Poppy and Brideside BRIDE lines, and used paid social testing to learn what brides and bridesmaids responded to.
- **Social Sparkling Wine**, Content Marketing Manager · Aug 2018 to Mar 2019. Grew Instagram from 3K to 12K+ followers and engagement 400%+ in eight months, directing all photography and design.
- **Suki + Solaine**, Marketing Manager · Mar 2017 to Jul 2018. Produced the Fall 2017 catalog end to end: creative direction, editorial design and copy.
- **Dana Rebecca Designs**, Graphic Designer · Aug 2016 to Mar 2017. Grew email from 4–5 sends a month to 2–3 a week without list fatigue, and directed product styling and photo shoots.
- **Modern Luxury**, Marketing and Advertising Designer · Feb 2015 to Aug 2016. Designed print ads, advertorials and special sections across 55+ magazine titles.
- **In the Swim**, Web Content Associate · Jun 2013 to Jul 2014

EDUCATION

B.S., Marketing & Graphic Communication, Carroll University

SKILLS

Strategy: creative strategy, brand partnerships, integrated campaigns, consumer insights, trend analysis, pitch development

Leadership: creative direction, team leadership, cross-functional collaboration, creative operations

Tools: Adobe Creative Suite, Figma, Canva, Iterable, Klaviyo, Mailchimp, AI-assisted creative workflows

FEATURES

