



Eric Jennings

Global Fashion & Lifestyle Executive | Marketing & Brand Strategy | Revitalizing Brand Identity | Creative Direction & CX Leadership

New York, NY, USA

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Languages

German (Basic)

English (Native)

About

I am a dynamic executive marketing leader and seasoned creative director with a successful track record of revitalizing brand identity and strategy. During my career, I've collaborated with some of the world's most renowned brands, orchestrating strategies that deliver measurable outcomes through transformative campaigns.

With deep expertise in brand strategy, management, and creative direction, I envision a brand's future through its core mission and values. My approach is centered on driving brand impact by connecting with customers through innovative product offerings and meaningful experiences.

I excel at navigating the intersection of creativity and analytics, leveraging data-driven insights to craft strategies that align with the brand's vision and maximize profitability. Working collaboratively with diverse teams, including sales and cross-functional units, I make sure processes are optimized for maximum profitability and exceptional customer experiences.

Throughout my journey, I've achieved remarkable results, whether it's boosting revenue, expanding market share, or orchestrating successful brand revitalizations. My leadership style fosters collaboration and effectively empowers teams to reach brand and marketing objectives.

I always look to create new strategies and leverage new technology without sacrificing beautiful brand narratives.

Select Achievements:

Leveraged digital marketing channels and AI-generated images during COVID pandemic, offering incentives to sell thousands of units and maintain sales levels for Peerless Clothing, while increasing business through the introduction of tailored sportswear – a relevant and timely new product category.

Created an advertising and marketing campaign for Macy's flagship store which ran on Times Square video billboards (also featured in GQ, the New York Times, Esquire, and on other prominent platforms).

Led an extensive cross-channel marketing campaign positioning Saks Fifth Avenue as the authority on how to dress professionally for today's new casual work environment.

See my portfolio at www.mrericjennings.com
Password available upon request.

BRANDS WORKED WITH

- Giorgio Armani
- Hickey Freeman
- HUGO BOSS
- Nordstrom
- Peerless Clothing Inc.
- Saks Fifth Avenue

Experience

● Chief Brand Officer | Brand Identity, Positioning & Strategy | Market Research & Analysis

| Jan 2021 - Now

A marketing executive and creative director having worked with top industry leaders, achieving qualitative results, I bring brands to life with bold, innovative ideas and thoughtful implementation. Known for a forward-looking mindset and pioneering marketing leadership in the digital era, I combine aesthetic and visual expertise with a strong business acumen of how to drive business strategy with data.

I championed a comprehensive rebranding strategy for Century 21's off-price department store, providing new operating partner with brand guidelines and actionable tools to ensure a cohesive brand and customer experience across channels.

Spearheaded and authored a 43-page brand manual using market research and data analytics that Century 21 continues to reference to help shape the company culture, including new logo, vision, values, and employee guidelines.

Additional engagements include:

Selected by former member of Saks C-suite to serve as Editor in Chief for a digital lifestyle magazine (Retail Czar)'s e-commerce business.

Brand consultant for the CEO of CNN, updating image and wardrobe.

Developed new retail and private label strategy for Castelfalfi hotel and golf resort in Tuscany, including apparel, home, and gifts.

● **VP / Creative Director & Head of Marketing Digital Marketing | Visual Identity & Brand Positioning**

Peerless Clothing Inc. | Jan 2019 - Jan 2021

Reported to the President and managed high-performing 8-person team, I defined the creative direction for a nearly billion-dollar company and the largest producer and licensee of tailored clothing in North America, managing a brand portfolio of 25 renowned designer labels, such as Ralph Lauren, Tommy Hilfiger, and Calvin Klein. Implemented creative process and workflow optimization for all packaging design and photo shoots.

Through the pandemic, I leveraged digital marketing, advertising, and AI technology to maintain sales level and keep the factory open. Additionally, I increased business by introducing a brand new product category, tailored sportswear.

Produced and ran the first-ever video advertising on the Nasdaq Building in Times Square from October 2019 through March 2020; doubled the exposure during the New Year's Ball Eve ball drop and caught national attention driving shoppers to Macy's.

Spearheaded all marketing strategy and sales initiatives from concept through design, production, and delivery. Implemented GTM strategy and led creative campaigns with licensed brands and retail partners.

Authored the company's first brand identity and corporate guideline books for internal and external communications. Articulated clear brand positioning and visual identity through written and visual brand storytelling.

Used data-driven analytics and customer insights for new product development and to revitalize packaging and labels for Calvin Klein, Ralph Lauren, Van Heusen, and Tallia.



● **VP / Fashion Director Innovative High-Visibility Creative Strategy | Lead Generation**

Saks Fifth Avenue | Jan 2008 - Jan 2017

Overseeing trends for three Saks divisions, I created immersive, cross-channel brand experiences for customers across all visual and business channels. I shaped the creative vision across all customer touchpoints through robust cross-functional collaboration with internal and external stakeholders. I received tremendous press and accolades for our exclusive brand partnership with Fox's Empire TV show (2015) that resulted in a cross-channel CX marketing campaign that grew Saks's customer base with new loyal shoppers.

Launched innovative customer acquisition programs for Saks, including a 16,000 square foot interactive health and wellness floor, The Wellery, a one-of-a-kind customer experience that garnered strong and positive response and press coverage.

Executed high-visibility and high-impact marketing programs with sea-

sonal fashion messaging across all channels, in tandem with internal teams.

Directed product collaborations and helped acquire external brand partnerships to increase customer engagement, aligning with influencers and social media trends.

Discovered emerging designers globally and worked closely with buying teams to curate the fashion selection sold at all stores nationwide.



- **Global Brand Director Retail Sales, Marketing, Merchandising & Ecommerce**

Hickey Freeman | Jan 2007 - Sep 2008

Providing high-level leadership and cross-functional team management, I developed and grew a new contemporary "hickey" brand for this historic luxury clothing brand. Managed \$10M retail, wholesale and e-commerce business unit with six team members.

Revamped website and expanded wholesale distribution in Europe and Japan.

Opened and managed first-ever flagship store in SoHo and drove sales to \$4M in the first year.



- **Sales Director (promoted through Merchandise Manager) | Brand Representation Nationwide**

HUGO BOSS | Jan 1998 - Jan 2007

I built a cohesive sales strategy for luxury US department and specialty stores while collaborating with the global product merchandising and marketing leaders in the Germany-based headquarters. Drove new business development across all channels by maximizing sales opportunities and increasing market share (\$300MM US/ \$50MM HUGO).

- **Account Executive (promoted through Customer Service) | Store Strategy | New Business Relationships**

Giorgio Armani | Jan 1996 - Jan 1998



- **Assistant Store Manager Façonnable (promoted from Sales Associate)**

Nordstrom | Jan 1993 - Jan 1995

Education & Training

- **Brigham Young University**

Bachelor's degree, International Relations

2023 - 2023

- **University of Virginia Darden School of Business**

Certificate: AI in Marketing, AI in Marketing

2023 - 2023

- **IE Business School Madrid**

Certificate: Branding & Customer Experience, Branding & Customer Experience

2020 - 2020

- **University of London**

Certificate: Brand Management, Brand Management