

# CHRISTY C. JOYCE

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## PROFILE

Accomplished Creative Marketing Executive with a solid history of 25+ years of delivering revenue growth, driving strategic results and pioneering new markets. A passionate and positive leader exuding with creativity, effective team-building skills, collaboration and “Big Picture” strategic thinking. Significant track record of accomplishing results in driving sales, building brand awareness and market positioning, creative direction and crafting positive customer experiences.

## EXPERTISE

- Leadership & Team Building
- Marketing Analytics
- Creative Strategy
- Paid Media
- e-Commerce
- Customer Segmentation
- Trend Research
- Product Launch Strategy
- Budgeting
- Marketing Strategy
- Content Marketing
- Creative Direction
- Web Strategy
- Brand Identity
- Customer Engagement
- Marketing Research
- Promotional Strategy
- B2B
- Brand Strategy
- Customer Experience (CX)
- PR
- Marketing Communications
- Social Media Strategy
- Competitive Analysis
- Product Development
- Start-Ups
- B2C

## INDUSTRY EXPERIENCE

- Textiles & Apparel
- Photography (Studio & On-Site)
- B2C
- Global Product Development
- Home Furnishings
- Trade Shows & Events
- Print
- Video
- Marketing Agency
- B2B
- Packaging

## WORK EXPERIENCE

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### METTLELARK / VICE PRESIDENT / January 2021 – February 2022

- Fashioned a diverse team of digital marketers, product developers, sample fabricators and operators to cleverly build and launch a new furniture brand from a historically B2B company
- Shaped the overall brand identity, identified personas and target audiences, and cultivated the market positioning for this inventive home furnishings brand
- Explored market and product trends, designed all consumer products, partnered with external vendors, and collaborated with the internal fabrication team to create prototypes for photography and e-commerce
- Directed all styling and photography for social media and e-commerce content
- Created annual start-up and marketing budget, and governed all external and internal expenditures
- Established and governed process SOPs within the immediate team, as well as the company at large
- Sourced vendors and negotiated prices to provide add-on materials such as metal, resin, wood, glass and upholstery, etc. for incorporation into the products; oversaw all product costing
- Devised social media strategy and collaborated with internal team to build relevant social content and advertising, including Google Ads, Pinterest, Tik Toks, Instagram and Facebook

### **TONIC BRANDING / PRINCIPAL / April 2006 – February 2022**

- Launched and managed a boutique agency to provide fractional marketing and creative strategy services
- Skillfully developed brand identities, implemented PR and communications tactics, ideated and created graphic designs (print and digital), and promoted brands through social media channels
- Partnered with a wide variety of clients in 25+ unique industries; Clients included brands such as Syngenta, Culp, Bassett Furniture, Elevate Textiles, Truist, Wrangler and Victory Brewing to name a few; Successfully propelled 30+ start-ups to fruition
- Partnered with CEOs, VPs, Sales, Business Development and Product Development teams to establish new brands and products, to create overarching strategies, to define goals and develop KPIs, to perform market research (online, trade and global travel) and to competitively position to tailor content to targets, provide product innovation, establish market launch strategies, manage budgets and execute all facets of designs
- Jointly worked with clients as far-reaching as India, the Virgin Islands and across the U.S.

### **UNIVERSITY OF NORTH CAROLINA-CHARLOTTE / PROFESSOR / October 2018 – October 2021**

- Once a year, remotely instructed the “Building Brand Identities and Developing Marketing Strategies” for the Business of Beer Program within the UNC-Charlotte Continuing Education Program
- Sit on the UNC-Charlotte Continuing Education Advisory Board for this on-going program

### **FIREFLY STORE SOLUTIONS / VICE PRESIDENT / 2009 – 2014**

- Piloted all design, marketing and product development teams, and indirectly the remainder of the company’s 50+ employees
- Devised the “Big Picture Vision” and overall marketing strategy for the company, as well as all facets of the brand identity
- Managed \$2 million+ annual marketing budget, as well as established multiple distribution centers across the U.S.
- Charged with the concept, development, production, costing, training and marketing of 4k+ visual merchandising and display products for all types of retail; client base was in excess of 100k
- Established all processes within Marketing and Product Development to maximize internal resources and to increase all marketing efforts to gain market share and grow revenue; partnered with other departments to develop SOPs
- Traveled extensively throughout China, Taiwan, India and Europe for in-depth trend research and to partner with 80+ manufacturers worldwide to source and develop products

### **BASSETT FURNITURE / CREATIVE DIRECTOR / 2007 – 2009**

- Partnered to create and implement the new Bassett brand identity corporately, then rolled it out to 130 licensed Bassett stores
- Conceived, designed, produced and implemented all POS, marketing materials, web design and displays for all locations, as well as created all marketing materials for large annual licensee events
- Devised and managed annual marketing budget for area of responsibility
- Scouted and partnered with external agencies to concept and produce campaigns for all Bassett TV spots

### **NANO-TEX / DIRECTOR OF DESIGN & MARKETING / 2002 – 2006**

- Helped facilitate spin-off of the company from Burlington Industries and to grow it to \$15 million in revenue within three years
- Sourced and partnered with external agencies to define and launch new B2B/B2C brand
- Connected with 300+ apparel and textile brands worldwide to secure trademark licenses, establish products as ingredient brands and to develop POP for brands such as GAP Inc., Target, Next, Nike, and Eddie Bauer to name a few
- Partnered with Sales/Business Development teams to invent relevant marketing materials, testing data and presentations to support all sales efforts

### **BURLINGTON INDUSTRIES / DIRECTOR OF MARKETING & CREATIVE / 1995 – 2002**

- Created framework for an internal 'agency' for all design and marketing efforts serving all divisions within the business, including Menswear, Womenswear, Denim, Uniform, Barrier, House and Floor
- Designed and produced trend and presentation boards to drive product lines, create sales materials, showroom displays, trade show displays, presentations and packaging for both B2B and B2C
- One of two people in the company selected to create the first Burlington Industries website
- Responsible for annual marketing budget as well as billing back to each division respectively

## **EDUCATION**

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### **UNIVERSITY OF NORTH CAROLINA-GREENSBORO / 1987 – 1991**

Bachelor of Fine Arts, Design