

# CHERYL LEE CHRISTOFI

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## SKILLS

**Creative Strategy + Direction • Experiential Design • Storytelling + Content Creation  
Improved Brand Identity • Copy • Art Direction • Integrated Marketing • Visuals Identity  
+ Activations • Video Production • Broadcast • Radio • Mentoring • Project Management**

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## EXPERIENCE

### **CHERYL LEE DESIGN & CONSULTING AUG 2023 – PRESENT • FOUNDER**

I specialize in translating concepts into visually captivating designs that resonate with target audiences. With a keen eye for aesthetics and a deep understanding of design principles, I collaborate closely with clients to conceptualize and execute innovative solutions across various mediums, including print, digital, and experiential platforms. By leveraging my expertise in graphic design, branding, and visual storytelling, I deliver compelling and memorable creations that elevate brand identities and drive engagement. With a commitment to excellence and a passion for creativity, I consistently strive to exceed client expectations and deliver impactful design solutions that inspire and delight.

### **CHRISTMAS TREE SHOPS (CTS) - UNION, NJ FEB 2022 – JULY 2023 • VICE PRESIDENT, CREATIVE REPORTING TO OWNER, AND CEO**

Christmas Tree Shops, an off-price brick-and-mortar home goods retailer, specialized in seasonal products.

As VP of Creative, I lead and oversee all creative aspects of the organization, focusing on developing and executing innovative strategies aligned with company goals. I manage a team of creative professionals to deliver high-quality projects on time and budget. Additionally, I led Project Management and In-store Marketing Activations.

- Achieved a 15% cost savings by managing a budget of \$2.25M, delivering all assets on time.
- Directed 1500+ marketing materials yearly, including video, radio, social media, web, email and print.
- Launched a 360-degree brand campaign CTS-ing!, to reposition the company to attract a younger demographic based on the insight that people love celebrating all life's moments.
- Spearheaded the design and development of our Loyalty Program, CTS-ing! Insider concept through completion in 2.5 months. Captured over 85K new email subscribers in less than three months of program launch.
- Championed the creative redesign of the Christmas Tree Shops website to a fresh, modern design with easier back- and front-end functionality.
- Optimized the user experience by using larger images, incorporating video content, and improving site navigation.
- Developed and implemented multiple in-store activations to enhance the shopping experience, resulting in a notable 15% increase in foot traffic and heightened engagement levels.
- Partnered with Store Operations and the Construction team to Open and remodel 5 CTS stores.
- Established an in-house agency and content publishing team, introducing an editorial calendar for planned and opportunistic content creation.

### **CHRISTMAS TREE SHOPS / BED BATH & BEYOND - UNION, NJ MAR 2018 – JAN 2022 • DIRECTOR, CREATIVE SERVICES REPORTED TO SVP, MARKETING**

- Revitalized social channels, achieving significant engagement increases on Facebook (+140%), Pinterest (+490), and Instagram, (+250%).
- Implemented an internal creative agency model, resulting in a 20% cost savings within six months.
- Led the rebranding of Christmas Tree Shops and That!, creating a visual identity system for consistent communication across various channels.

## EXPERIENCE CONT

- Launched the tagline "Every Season. Every Reason." to position Christmas Tree Shops and That! as a destination for value-based seasonal celebrations.
- Facilitated the transition of the website to a non-e-commerce platform in less than 30 days.
- Introduced Concept Salon, a method of generating ideas against a business objective.

### TOYS "R" US, INC. - WAYNE, NJ

#### DEC 2015 – MAR 2018 • DIRECTOR, CREATIVE SERVICES, BABIES "R" US REPORTED TO VP, CREATIVE SERVICES

- Directed the design and development of the Babies "R" Us Registry App for both iOS and Android. Registry creates increased by 1.3M, and purchase value increased by 2%.
- Led concept development for designs across channels (digital, mobile, social, print, and visual).
- Developed creative solution for the relaunch of the "R" Us loyalty program.
- Led development and launch of the 360-degree campaign Babies "R" Us "Be Prepared-ish" based on the insight that no one is ever truly prepared to be a parent.
- Directed the design and development of the new Toys "R" Us and Babies "R" Us websites.

#### DEC 2011 – NOV 2015 • CREATIVE DIRECTOR, DIGITAL MARKETING - WAYNE, NJ REPORTED TO SVP, MARKETING

- Improved sales by +\$14.46M vs. plan in 2014 through creating templates, business processes, and workflow for customer-centric marketing through dynamic emails.
- Reinvented the Babies "R" Us and Toys "R" Us social channels. Increased Facebook engagement by +59%, Twitter by +35%, and Instagram by +500%.
- Developed creative solutions and processes to support the ongoing execution of dynamic rich media campaigns (units consistently exceeded expansion rate by +150% vs. benchmark)
- Established the digital marketing creative vision for Babies "R" Us, Toys "R" Us, FAO Schwarz, Baby Universe and eToys.
- Partnered with Synchrony to provide creative direction for our credit card programs, ensuring the development of cohesive and brand-aligned assets.

#### JAN 2009 – DEC 2011 • CREATIVE DIRECTOR, DIRECT MAIL AND E-COMMERCE - WAYNE, NJ

- Led the creative vision for omnichannel marketing programs for Babies "R" Us and Toys "R" Us.
- Developed mobile applications, including Toy Story Memory Game, with 1.5M downloads and achieved a top 10 listing in the Apple store.
- Oversaw Geoffrey's Birthday Club iPad application with over 60,000 downloads, iTunes App Store New and Noteworthy 1-week post-launch.

#### 2004 – 2009 • CREATIVE DIRECTOR, BABIES "R" US DIVISION - PARAMUS, NJ

#### PRIOR EXPERIENCES:

Creative Manager, Babies "R" Us; Assistant Creative Manager, Toys "R" Us;  
Art Director, The Ragshop; Art Director, JJ Michael Advertising; Art Director, OPT-X Advertising

EDUCATION Art Institute of Philadelphia, Pennsylvania  
Degree in Visual Communications

AWARDS 2011 RACIE Bronze - Toys "R" Us The Great Big Christmas Book iPad App.  
2010 RACIE Silver - Toys "R" Us Biggest Big Book Ever Mobile App.  
2010 Pinnacle Award - Print Industry of New England  
2009 RACIE Finalist - Toy Guide for Differently-abled Kids