

MICHAEL POIGNAND HE, HIM, HIS

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MICHAELPOIGNAND.COM

SUMMARY

Creative advertising leader with 20 years experience in design and production. Proven track record spanning world-class campaigns and small projects alike. A supportive manager and contributor, seeking an opportunity to develop talent and bring ideas to life. My English Bulldog's name is Phoebe and I also love road cycling.

CREATIVE LEADERSHIP EXPERIENCE

PCNA

CREATIVE DIRECTOR | +1000 EMPLOYEES, \$850M REVENUE, B2B | MARCH 2023 - FEBRUARY 2025

Modernize creative team, deliverables, and strategy for B2B promotional products supplier.

- Improve look and feel of creative deliverables: photo, video, ecom, email, catalog, flyers, and social
- Pitch seasonal campaigns, product launches, videos, and photo direction
- Rebuild internal team, amplify existing capabilities, and establish external partnerships
- Lead video and animated collaborations for new product launches, services, and ESG initiatives
- Own annual creative strategy and budget of \$350K
- Double catalog engagement YOY, two years in a row

LOVEPOP

SENIOR DIRECTOR, CREATIVE MARKETING | 50 EMPLOYEES, \$50M REVENUE, D2C | MARCH 2020 - DECEMBER 2022

Creative lead for brand and omni-channel marketing within disruptive greeting card and gifting start-up.

- Develop and direct seasonal look and feel for advertising, retail, and ecom experiences
- Partner with Executive and cross-functional leaders on business objectives and strategy
- Collaborate with external agencies for TV and paid social
- Expand direct mail from three to eight seasonal catalogs and direct mail pieces per year
- Successful marketing assets increased topline revenue from \$18 to 50M

RUE GILT GROUPE

SENIOR CREATIVE MANAGER, RUE LALA | 350 EMPLOYEES, \$240M REVENUE, D2C | OCTOBER 2019 - MARCH 2020

Player-coach leading design vision for a fast-paced, off-price, ecommerce portfolio company.

- Create Rue Lala's seasonal design direction and toolkits for designers
- Curate visual assets for multiple owned business categories—including direct mail
- Partner with Senior Leadership on business objectives and strategy

TOTH+CO

ART DIRECTOR AND STUDIO MANAGER | 35 EMPLOYEES, \$12M REVENUE, AGENCY | AUGUST 2013 - SEPTEMBER 2019

Unique problem solver, mentor, and collaborator fulfilling a variety of creative functions within a full-service agency.

- New Business pitch books, client presentations, and Toth.com portfolio content
- Digital media, direct mail, ecom, email, OOH, POS, paid social, and print
- Casting, location support, photography, retouching, vendor relations

GRAPHIC DESIGN AND PRODUCTION EXPERIENCE

Specializations in traditional print and digital media including catalog, magazine, in-store display, out-of-home, email, ecom, paid & organic social,

CHRISTIE'S, CHANEL, TIFFANY & CO., AGENCYSAKS, NEW BALANCE | 2001 - 2013

EDUCATION

SYRACUSE UNIVERSITY

BFA, SCHOOL OF VISUAL AND PERFORMING ARTS

EXPERTISE

Adobe Creative Suite: Id, Ps, Ai, Pr, Ae, Lr, Frame.io, Acrobat
ChatGPT, Perplexity, Figma, Sketch, Slides, Keynote, PowerPoint,
Slack, Teams, Airtable, Smart Sheets, Monday, Trello, MS365

HOME STUDIO | REFERENCES, SAMPLES AND PRO BONO CLIENT LIST AVAILABLE | SUA SPONTE | LET'S GET TO WORK!

PCNA



CHANEL

CHRISTIE'S

Rue Lala

TIFFANY & CO.

NYDJ
LOS ANGELES

RIDERS
Lee

Wrangler

G.H. BASS & Co.
EST. 1875
MADE IN USA
Bass

BRAHMIN

Keds

new balance

SPERRY

TIMEX

GRAND | HYATT

HYATT
house

PARK HYATT

Oleana

Choral
THEATRE

HELIOS
opera