

# Candie Fisher

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## VP Brand Marketing

### Description

The VP of Brand Marketing is a leader and storyteller, with strong brand marketing experience and the unique ability to align brand message to target audiences and business objectives. The role will work cross-functionally to develop and execute the brand vision across all channels. You will work closely with other company leaders to advance the brand, grow the community, and establish the company as the most beloved pioneers in apparel and tech. The ideal candidate will have consumer product experience at a lifestyle brand where preservation of brand integrity was paramount.

### Responsibilities

- Lead and be accountable for the vision, strategy, and results of brand positioning and campaigns, harmonizing a clear brand message across all channels, online and offline.
- Create an environment and process for compelling brand marketing/advertising campaigns to come to life, ensuring campaigns are on-brand, executed on-time, and optimized at different times for experience, press coverage, brand engagement, and overall sales impact.
- Build the marketing plan and implement key marketing, sales and customer-centric programs that will grow the customer base, improve retention and increase the lifetime value of customers.
- Develop and collaborate with creative leaders as well as leadership and managers in budgeting and forecasting.
- Inspire a visual level; refine designs; lend a critical eye to all creative, structural and technical output.
- Foster, inspire and build strong in-house teams whose creative and strategic product rivals that of iconic, successful passion-based brands.
- Responsible for the identification, vetting, and strong relationships with our key business partners, such as Branding, Marketing & Creative agencies.
- Committed to learning and a high level of self-awareness, humility, and curiosity.
- Team-building to create an engaged and high-performing marketing team.
- Creative and compelling communication to be an evangelist to drive positive change.

### Qualifications

- Minimum of 8 years in marketing, with demonstrated expertise in building strong brands and leadership across the full DTC marketing funnel. Experience at a growth phase consumer goods or e-commerce company is a plus.
- Proven track record of data-driven marketing with strong success implementing consumer acquisition and/or retention marketing campaigns with clear business objectives and targets.
- Understanding of digital channels, creativity, and market feel. A strong marketing background with the ability to recognize great storytelling and visual.
- History of translating customer insights into marketing strategies that drive revenues and grow customer value.
- Understanding of fast-paced and ever-changing startup environment, "roll

### Hiring organization

Candie Fisher

### Job Location

Portland, OR

### Date posted

November 20, 2019

up the sleeves” mindset and drive to accomplish what is necessary. Self-starter with the ability to independently lead this segment of the business

- Excellent organizational leadership skills. Ability to work collaboratively with peers and external partners.
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## Contacts

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