

ANNA MAIN

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Experience: corporate, agency, and start-up

THE OUTSET

VP CREATIVE 2020-2022

VP of Creative and member of senior leadership team for actor Scarlett Johansson's skincare line, The Outset. Partnered with Scarlett and company's CEO from initial conceiving through to the brand's launch in March 2022. Worked to develop brand positioning and visual direction for the clean and accessible line.

A consumer centric, 360 brand story, The Outset encompassed a DTC website, all social channels, out of home advertising, educational videos, influencer gifting, and an in-store presence at Sephora. I drove collaboration on research, conceiving, design, and production across marketing, e-comm, and public relations teams. Hired agency and photographer Ethan James Green to create visuals that reflect

MAIN CREATIVE

CREATIVE DIRECTOR 2016-2020

Personal freelance business, clients included –

SPRING STUDIOS • April 2019

Concepted the creative direction for Victoria Beckham's namesake beauty line, launching Fall 2019, alongside agency's ECD, Andreas Neophytou.

EILEEN FISHER • Nov 2018-March 2019

Design campaign assets for Spring 2019 campaign and featured collections. Includes e-comm, email, in-store, windows, and printed collateral.

CLIQUE MEDIA GROUP • Sept 2018-Oct 2018

Developed visual identity for the new skincare line from Gen Z beauty brand, Obsessee.

GATES CREATIVE AGENCY • Oct 2018

Concepted the rebrand of Josie Maran's namesake beauty line, alongside agency's founder Cecilia Gates.

FENTY BEAUTY / KENDO BRANDS • Feb 2017-Feb 2018

Designed campaign assets for the launch of Rihanna's first-ever beauty brand, FENTY BEAUTY. Included print advertising, out of home, Sephora (nationwide) and Harvey Nichols (Europe), as well as e-comm, digital banners, video, email, social, and influencer gifting. Post-launch, maintained brand identity and image direction, conceiving and helping to lead the beauty and still-life shoots for Stunna Lip Paint, Holiday 2017, Spring 2018, and Summer 2018 campaigns.

ESTEE LAUDER • Oct 2016-Feb 2017

Helped develop the creative presence of Lauder in Ulta Beauty. Designed makeup and skincare collateral for Pure Color Envy Lipstick and Advanced Night Repair franchises. Managed art director, producers, and retouchers.

SEPHORA, LVMH

SENIOR ART DIRECTOR 2014-2016

Led creative for Sephora's own brand, Sephora Collection. Created a new identity and marketing strategy for the brand. Worked with photographers Glen Luchford and Liz Collins. Partnered with business marketing, editorial and merchant teams, and external digital agency Nurun. Sales increased by 40 million dollars from 2014-2015, with a 9% comp after the re-brand. Developed creative for Sephora's cross-channel marketing campaigns and trend initiatives, including Play! by Sephora and Sephora Hot Now. Managed creative team of art directors, designers, and retouchers.

ART DIRECTOR 2011-2014

Directed, designed, and managed creative for Sephora's cross-channel marketing campaigns. Art directed photo shoots with photographers such as Ben Hassett and Robin Broadbent. Regularly created photography briefs [beauty and still life] for skincare, the nail category, hair care, holiday, Sephora Collection, and brand partnership initiatives. Partnered daily with Sephora's Vice President of Creative and Executive Director of Photo Production. Managed designers and retouchers.

SENIOR DESIGNER 2009 - 2011

Maintained creative ownership of all Sephora retail windows throughout the U.S. and Canada. Worked directly with makeup artists, stylists, and set designers on photoshoots. Managed junior designers, production artists, contractors, and interns.

DESIGNER 2007 - 2009

Responsible for the design and execution of all Sephora retail windows and in-store signage. Approximately 12 campaigns a year. Worked closely with visual merchandising to refine Sephora's in-store experience.

EDUCATION

CARNEGIE MELLON UNIVERSITY, School of Design • Pittsburgh, PA

Bachelor of Fine Arts in Communications Design / Minor in Business Management