

ESHANA YOUNG-PIERRE

eshanayp@gmail.com | 803-529-4949 | <https://www.eshanayp.com/>

Accomplished Creative and Marketing Director with a 15-year history of solving complex marketing and brand challenges for both consumer brands and B2B organizations. Demonstrated expertise in steering substantial global portfolios, driving profitability, and fostering brand recognition. Proficient in consulting and cultivating brand awareness, offering a unique creative flair. Experience includes successful management of diverse teams, fostering a culture of collaboration and consistently delivering creative solutions that spark high-impact results.

PROFESSIONAL EXPERIENCE

Director of Marketing and Creative Communications

Independent Contractor/Consultant

2008 - Present

- Managed client portfolios worth over \$20M, focusing on strategic brand enhancement.
- Led creative teams, increasing brand awareness by 20% through innovative strategies.
- Executed data-driven approaches, resulting in 20% more customers, 15% higher revenue, and 30% increased social media engagement.
- Launched email campaigns with improved open rates (40%) and click-throughs (30%).
- Enhanced website traffic by 25% through collaborative digital content creation.
- Generated 20% more campaign impact with creative marketing initiatives.
- Developed over 25 creative briefs, improving marketing channel performance by 20%.

Marketing and Communications Director

Bewegen Technologies Inc.

2018 - 2022

- Drove strategic sales and marketing plans, exceeding post-pandemic goals by 30%.
- Increased customer base by 60%-80% quarterly, boosting revenue by 200%.
- Enhanced brand visibility and customer engagement by 50% and 35%, respectively, through targeted marketing strategies.
- Collaborated with 30+ local entities, increasing membership sales by 40%.
- Implemented community outreach for diversity, raising engagement by 45%.
- Streamlined campaign effectiveness by 70% through proactive market trend analysis and seamless cross-functional collaboration.
- Executed Blue Bike SC's public relations strategy, achieving a 40% rise in positive media coverage.

Creative Director

Total Strength and Speed

2014 – 2018

- Led to a 30% increase in bids and contract wins through strategic market-based pitches.
- Boosted client retention by 50% through content production, including manuscripts and video ads.
- Doubled social media engagement and gained 10,000 followers during tenure.
- Directed 12 major ad campaigns, managing a \$500K budget for a 60% ROI increase.
- Incorporated industry trends for a 65% rise in brand engagement.
- Developed a content strategy that boosted engagement by 20%.
- Innovated packaging solutions for 5+ product lines, contributing to a 30% sales increase.

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SKILLS

- Marketing & Branding: Brand Marketing, Marketing Strategy, Search Engine Optimization (SEO), Market Research
 - Creative & Design: Design Development, Adobe Creative Suite, Digital Design/Marketing, Video Production, Photograph
 - Communication & Outreach: Social Media Management, Public Relations, Customer Relationship Management (CRM)
 - Leadership & Management: Team Building, Project Management, Budget Management, Event Management
 - Technical Proficiencies: Adobe Creative Suite, Asana, WordPress, Meta Ads, Google Ads, Salesforce, Microsoft Office
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EDUCATION

Bachelor of Science in Graphic Design (Concentration: Marketing)

South University

2014

Associate of Science in Business Management (Concentration: Business Administration)

Midlands Technical College

2009

Honors: Magna Cum Laude Graduate and Outstanding Graduate Award recipient

Certifications: Google Analytics Certification, Google Ads Search Certification

CREATIVE CONTRIBUTIONS

Awards: District III Gold & Silver ADDY Award: Television Single, Silver ADDY Award: Visual Illustration, Silver ADDY Award: Television Single

Boards Served: Columbia Opportunity Resource (Current), Palmetto Cycling Coalition (Current), Palmetto Place Children's Shelter (2018-2019)