

# Karen E. Graham

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Branding expert and marketing leader with a record of driving growth and increasing brand equity. Entrepreneurial mindset with a passion for developing lasting customer relationships through impactful advertising.

## Highlights

- 20 years of experience across branding, creative and digital marketing, leading large teams and building 360 campaigns across every medium
- Deep knowledge of ecommerce and complex marketing portfolios
- Customer-first strategist who gleans understanding through data and research
- Clear communicator with the ability to internally influence and to steer external agencies and partners

Chief Marketing Officer | Evite Inc.

8/21 - present

- Leading Brand, CRM, Growth, Creative and UX for largest online invitation company in the world with over 10M MAUs. Promoted after first year from VP Marketing & Brand and built an entire team from scratch.
- Executed a brand re-launch and an entire site and app replatform in 2023. Built and scaled social and influencer as well as event creates. Tested paid social, affiliates, OOH, podcasts and launched 2 TV commercials.
- On track for 80% rev growth YoY

Marketing Consultant, Hudson's Bay / Saks Fifth Avenue

9/20 - 8/21

- Developed a new customer loyalty program across Saks; program design/validation and cap-ex planning, loyalty platform and agency search.
- Created new operational and creative production processes across merchandising, ecommerce and marketing to increase throughput while elevating merchandise storytelling and quality of creative.

VP, Marketing | Nordstrom / Off-Price

7/19 – 5/20

- Head of marketing for all of Nordstrom's 5.5B off-price online and brick and mortar businesses (Nordstrom Rack and HauteLook), with a 118M annual media budget and P&L ownership. Led a team of 85 across Los Angeles and Seattle, growing the online business +15% YoY pre-pandemic.
- Leader of growth, brand, creative, CRM, analytics and store marketing including all digital and traditional media; social, SEM/SEO, affiliates, display, video, influencer, email, television, out-of-home and print.
- Deep knowledge of all digital growth channels with all channels up YoY; Affiliates grew +18% YoY with the addition of new partners and market expansion, Search +10% YoY with implementation of new ad extensions and keyword optimization, Social up +15% YoY attributed to shifted focus to retention, dynamic product ads and improved targeting.
- Email/CRM up +20% YoY with the implementation of new brand affinity lists, additional sends and improvements to lifecycle program, as well as improved efficacy of loyalty program.
- Developed advanced customer segmentation, implemented through Liveramp to apply to all performance channels, optimizing overall performance.

SVP, Ecommerce & Marketing | BH Cosmetics

9/18 – 7/19

- Leader of BH Cosmetics DTC business with +10% growth YoY through a site re-platform, rebrand and key influencer partnerships. Accountable for marketing, creative, site merchandising and customer service. Executed a re-brand in Q1 of 2019, launched a new site on Shopify.
- Executed a media budget of 11M with key responsibilities of DTC P&L, performance marketing, vendor and agency management, product roadmap, and international expansion.
- Built upon and led a team of 20 FTE and 6 temp employees across DTC departments (4 new key digital and marketing hires during tenure).
- Implemented a number of key influencer and micro-influencer campaigns for cosmetic product launches driving +30% YoY growth in social.

VP, Marketing | Nordstrom / NordstromRack.com & HauteLook

10/17 – 9/18

- Head of marketing for the online, off-price division of Nordstrom. Led acquisition, analytics and data science, CRM, brand, creative and operations with 43 full-time employees. Grew business by +26% YoY through increased efficacy of digital marketing and CRM powered by advanced customer segmentation and strategic shift from an acquisition focus, to a balanced investment across acquisition & retention.

- Shifted media spend into retained audiences across social and retargeting, increasing performance by +27% YoY.
- Partnered with Nordstrom business leaders across Marketing and Merchandising to execute unified omni- channel off-price marketing, branding and merchandising offering.
- Utilized annual marketing budget of 60M to drive traffic and demand for high-growth business unit with 49% of sales being marketing-driven.

VP, Brand Marketing | Nordstrom / NordstromRack.com & HauteLook

7/14 – 9/17

- Launched NordstromRack.com in 2014, growing the business +25% YoY from 2014 to 2015 and continuing to achieve double-digit growth through 2017. Had oversight of brand marketing, creative and editorial, marketing communications, influencer, events, social and PR for growing division of Nordstrom, Inc.
- Established brand metrics, engagement benchmarks and developed and grew social media presence, content volume and influencer program.
- Created a vendor pitch program with customized marketing campaigns inclusive of paid and owned media programs tailored to specific partners and their needs. This helped to grow the business and market share, and to land new/desirable merchandise for Nordstrom off-price, in both flash and persistent platforms.

VP, Creative | Nordstrom / NordstromRack.com & HauteLook

5/11 – 6/14

- Led creative, brand and UX, post-acquisition. Built out creative capabilities and team foundation to launch and operate NordstromRack.com.
- Established process to support merchandising strategy with the addition of Nordstrom Rack inventory and business model, growing the team by 12 FTEs on existing 18.
- Executed a HauteLook rebrand across photography and style guide to better fit with the Nordstrom Rack brand for future state of shared site and apps.

Art Director | HauteLook

3/09 – 4/11 (consultant from 2/08 – 3/09)

- Part of core marketing leadership team of lean startup. Played a key role in site launch and brand strategy through Nordstrom acquisition in 3/11, with focus on brand marketing, content and creative. Scope included site/app design, email, events and brand marketing campaigns.

Senior Designer | Commune

5/06 – 3/09

- Designed for award-winning and readily published fashion and lifestyle creative agency. Book of work included branding, websites, email and editorial design, store build outs, textiles, packaging, product design and brand guidelines. Clients: Oliver Peoples, Stila Cosmetics, ACE Hotel, Juicy Couture, HBO Films, Yaya Aflalo

Designer | Gensler

7/05 – 5/06

- Designed for the brand team of globally recognized architecture, design and consultancy.. Clients included international, multi-billion-dollar developments in the retail, hospitality and entertainment.

Designer | Mullin Consulting

9/03 – 7/06

- Developed and designed marketing materials for consulting firm. Gained experience developing pitches, creating the brand look/feel and launching Mullin's website.

Designer | McKenna Design Group

9/02 – 9/03

- Designed for an agency specializing in the CPG, hospitality and retail industries.

## Education

BFA, Design, University of Illinois, Urbana

Study Abroad, Digital Design, Central Saint Martins, London UK

## Press

*Inc.*

<https://www.inc.com/sonia-thompson/your-customers-will-tell-you-where-to-focus-if-you-let-them.html>

*Biz Women*

<https://www.bizjournals.com/bizwomen/news/latest-news/2023/04/in-her-own-words-evite-s-karen-graham.html?page=all>

*Marketing Brew*

<https://www.marketingbrew.com/stories/2023/07/25/coworking-with-karen-graham>

*Ad Exchanger*

<https://www.adexchanger.com/advertiser/evites-post-pandemic-marketing-pivot/>