

STEPHANIE LEBLANC

Creative, Brand & Growth Executive | Brand Strategy & Transformation | Creative Leadership

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PROFESSIONAL SUMMARY

Creative, Brand & Growth Executive with over a decade of experience connecting brand strategy, creative direction, and operating models to measurable business growth across consumer, lifestyle, and wellness brands. Identifies emerging opportunities, translates cultural and consumer insights into **distinctive storytelling and strategic premium creative**, and builds cross-functional systems that scale creative excellence and commercial performance.

- Grew AARMY's net Instagram audience 1,093% YoY and the co-founder's channels 38x (70K to 2.7M+ organic, Instagram and TikTok), resulting in a 120% spike in new studio registrations within year one
- Lifted Precision Nutrition newsletter CTR 213% and lead-to-sale conversion 66% from deploying a consumer-first, modernized omnichannel content refresh.
- Drove a 57% Q1 product sales lift at lululemon by co-launching its foundational TikTok strategy and first influencer partnership infrastructure, reaching Gen Z, a new audience for the brand.

CORE COMPETENCIES

Executive Leadership: Executive Creative Direction | Brand Strategy & Architecture | Brand Transformation | Go-to-Market Strategy | Consumer Psychology & Positioning | Organizational Design | Cross-functional Leadership | P&L & Budget Management

Content & Growth: Content Strategy & Operations | Editorial & Lifecycle Planning | Full-Funnel Acquisition | Omnichannel & Owned Media | Conversion Rate Optimization | Creator & Influencer Partnerships | Content Governance | Audience Development & Segmentation

AI Systems: AI-Enabled Creative Workflows | Agentic Workflow Prototyping | MCP Integration | Prompt Engineering | Marketing Automation | Digital Transformation

Design, UX & Tools: UX/UI Strategy & Creative Direction | Sprinklr (Engagement Analyst Pro & Campaign Manager Pro) | Figma | Framer | Adobe Creative Suite

PROFESSIONAL EXPERIENCE

Brand & Creative Advisory | Fractional Content Executive

New York, NY | 2015–2020; 2024–Present

Selective advisory engagements for consumer brands and founders.

- 16.9M views on DKNY Fall 2024's highest-viewed TikTok featuring original BTS footage I captured, and 65% higher engagement than the campaign's aggregate view-based rate on a rooftop reel I conceptualized and edited (1M+ views). Developed a 10-week social-first strategy and rollout plan for Team Laird, spanning static and video content planning, creative concept development, and platform-native storytelling.
- In under 8 weeks, converted a two-page brief into market readiness for start-up Juno Destinations full brand identity, GTM roadmap, creative operating systems, toolkits, brand guides, governance, and templated collateral across print, digital, decks and video.
- Ongoing scope: audit creative, social presence, and channel performance for influencers and personal brands, coach execution, and design monetization infrastructure, including brand partnerships and lead-generation systems.

Precision Nutrition, Chief Content Officer

Remote | Jul 2024–Jun 2025

PE-backed global nutrition-education, certification, coaching, and SaaS platform. Recruited to transform a stalled content function into a growth engine, with full ownership of creative vision and content strategy.

- Authored a 12-month omnichannel content strategy with KPI and ROI frameworks, secured CEO sign-off, then executed it.
- Lifted newsletter CTR 213% and lead-to-sale conversion 66%: diagnosed broken tracking and stale segmentation, then led the team that restored attribution, rebuilt behavioral segmentation, and refreshed CTAs and creative.
- Lifted lead capture 7x (1.4% to 10.4% on placements where they ran) by sourcing and overseeing production of high-converting lead magnets, including a stress assessment, menopause toolkit, personalized longevity score calculator, and a 5-day sleep optimization guide.
- Inherited a one-person social team and rebuilt brand guidelines, evergreen content frameworks, and agile social-first workflows to sustain output.

- Reported to the CEO and led cross-functional creative and channel execution across internal leadership, paid-media agency, four external creators, and production vendors, aligning product, engineering, marketing, and finance stakeholders.
- Executive-produced the onboarding brand film and illustration for Sage by PN, the AI coaching app, owning concept, script, messaging, budget, vendor sourcing, and delivery in a two-week sprint.
- Led the dynamic onboarding UI flow in one sprint, designed the wireframes in Figma, helped lead graphic animation and JSON production alongside a graphic designer, and owned usability, accessibility compliance, and TestFlight QA.

AARMY, Head of Brand & Content Strategy

New York, NY | May 2022–Jun 2024

Venture-backed boutique fitness and digital-training brand with flagship studios, live experiences, and a global subscription platform. Built AARMY's first integrated brand and content operating model, owning strategy, production systems, and execution across founder and brand channels, with founder-level approval and cross-functional coordination.

- Generated 1,093% net Instagram audience growth in year one, alongside a 319% increase in video views, and 51% in engagements, by building AARMY's first repeatable brand and content engine.
- Scaled publishing output 247% and grew inbound messages 198% on a lean, repeatable production system.
- Grew the co-founder's personal channels 3,757% organically (70K to 2.7M+ across Instagram and TikTok combined) in under 12 months by turning a co-founder-led content strategy into an acquisition pipeline.
- Captured a 60% YoY increase in product revenue and a 46% sales conversion lift across in-house and co-branded lines by running concept-to-delivery promotional creative on lean editorial sprints.
- Attracted 50+ inbound partnerships, including a multi-city Global World Tour, a solo-headlined 600+ attendee Michelob Ultra Mexico festival, a Joe Jonas collaboration, and Summer Olympics social activation, with features in Good Morning America, GQ, and Harper's Bazaar.
- Co-directed a web and app UX redesign that cut user drop-off 56%, with improved usability and accessibility across the full customer journey.

lululemon, Content Production Specialist

New York, NY | Jun 2019–April 2022

Global performance-apparel company (\$6.3B revenue, ~29K employees) that acquired MIRROR for \$500M, marking its entry into connected fitness. Promoted from Storyteller; developed community-led creative approaches that informed global content strategy. Expanded scope to include full creative autonomy and strategic ownership of omnichannel content and creative direction for MIRROR (later lululemon Studio), including executive production for its retail soft launch campaign.

- Beat benchmarks by 702% in video views, 829% in engagement, and 222% in follower growth, and drove a 57% Q1 sales lift by co-launching lululemon's foundational TikTok strategy, building its first influencer partnership infrastructure, and shifting from traditional ambassadors to high-converting digital-native creators.
- Produced the top-performing social creative in brand history at the time (309% above benchmark on global IG), pioneering the brand's first campaign starring a plus-size talent of color; the response extended inclusive sizing and in-store accessibility across core products globally.
- Delivered a 47% lift in in-store trials for lululemon Studio (formerly MIRROR) with a post-acquisition omnichannel launch that beat lead targets.
- Produced coverage of Freedom March NYC's Brooklyn Juneteenth Rally, supported through lululemon's philanthropic programming, directing field production on short notice; footage later featured in Ciara's *Rooted* video.
- Proposed a global brand ambassador program with Lewis Hamilton as its inaugural partner in 2021, anticipating a brand growth opportunity later reflected in lululemon's 2025 Hamilton partnership.
- Cut time to launch 22% and lifted workflow productivity 17% by advocating for clear governance, consulting on compliance, and standardizing influencer contracts, regional rates, and production frameworks.

PREVIOUS EXPERIENCE

Freelance Contractor, Digital Department | Milk Studios | May–Jun 2019
Social Media Coordinator | Agapi Stassinopoulos | Aug 2017–Jun 2018
Digital Media Associate | Atlantic Records | Jan–May 2017
Project Manager | EarthSeaWarrior | Nov 2014–May 2015

EDUCATION & CREDENTIALS

M.S., Media Management | The New School | 2017, *Summa Cum Laude*
Sprinklr Engagement Analyst Pro & Campaign Manager Pro Certification