



# RANDY HORTON

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## SUMMARY

Results-driven creative leader with 18 years of experience specializing in digital content and growing integrated lifestyle brands. Expert at developing compelling customer experiences that drive brand awareness, engagement and sales.

Proven ability to inspire cross-functional creative teams and deliver a broad range of creative assets on time, in fast-paced environments. Energetic personality and ability to maintain a sense-of-humor along the way.

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## WORK

### rue21

Pittsburgh, PA

2019 - 2020

#### Senior Creative Director

Led and mentored the digital and stores creative teams.

Directed the creation of all website, email, video, social, CRM and print experiences.

Managed all concept creation and executed the digital studio and on-location seasonal photoshoots.

Collaborated with all executive and senior leadership teams to drive brand awareness by evolving customer-facing experiences to drive more digital engagement.

Managed and guided partnerships with outside agencies/vendors to help implement new digital transformation initiatives.

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### The Children's Place

Secaucus, NJ

2015 - 2019

#### Director, Brand & Editorial Content

Built and managed the content team to implement a digital-first, global brand voice focused on website and social experiences.

Oversaw the creation of all website, email, social, CRM, on-product and in-store signage content to create a cohesive brand voice/tone.

Provided creative guidance for all digital transformation projects.

Directed and managed the creation of all seasonal concept language to support brand initiatives domestically and internationally.

Launched creative marketing initiatives for all international franchisees in the Middle East, India, Mexico, South and Central America.

Launched and managed the brand's T-Mall website and WeChat experiences in China.

Initiated new creative processes to execute projects more efficiently and to drive inter-departmental transparency.

Built and oversaw The Children's Place blog content and strategy.

Collaborated with Amazon on branded initiatives.

Created and managed all content for the company's corporate website.

## **Lands' End**

Dodgeville, WI

2010 – 2015

### **Creative Director, Copy & Content**

Created the Lands' End Canvas brand voice and owned content creation for all digital experiences, catalogs and store environments.

Helped transition the core Lands' End websites to mobile-first responsive design.

Managed the Lands' End Kids and School Uniform copy teams and grew their responsibilities from catalog-only to multichannel creative ownership.

Oversaw all Instagram and Facebook creative experiences to drive new customer acquisition and awareness.

Launched and curated the Lands' End Blog.

Directed numerous video shoots from concept through execution.

Worked directly with Design teams to concept new product launches.

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## **American Eagle Outfitters & aerie**

Pittsburgh, PA

2006 – 2010

### **Senior Copywriter**

Crafted and managed each brand's unique voice for website, email, Facebook, CRM and store experiences.

Managed a team of copywriters and freelancers.

Key player in the redesign of ae.com and aerie.com.

Partnered with IT to develop internal content management systems to organize/streamline website content execution process.

Concepted and wrote all product, lifestyle and seasonal marketing initiatives.

Relaunched the Loyalty/CRM programs including the AE All-Access Pass & AE Visa Credit Card.

Created all supporting content for It's A Mall World, AE Winter Tales, AE Big Game Live and AE Music Weekly.

Helped launch the 2008 AE New American Music Union summer festival curated by Anthony Kiedis of the Red Hot Chili Peppers.

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## **Abercrombie & Fitch**

New Albany, OH

2002 – 2006

### **Copywriter**

Responsible for creating the A&F personality and attitude across all brands.

Built a copy team and managed the writers for each brand.

Helped create and launch the Hollister website and its digital entertainment initiatives.

Created the product naming strategy for all garments within each brand.

Managed all lifestyle and product copy for A&F, abercrombie kids and Hollister websites, Magalogs, and stores.

Wrote all A&F product copy as well as graphic t-shirt ideas/statements (many of which attracted national attention).

Collaborated with Merchant and Executive teams to constantly evolve all creative experiences.

Created all music reviews, emails and A&F TV episode announcements.

Conducted interviews with models and celebrities for website content.

## EDUCATION

- **Denison University**

B.A. English Literature & Studio Art (Photography)

Granville, Ohio

- **Flinders University of South Australia**

Adelaide, Australia

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## EXPERTISE

- **Mac Platform**  
Fluent

- **Microsoft Office**  
Fluent

- **Adobe InDesign**  
Capable

- **Wordpress**  
Capable

- **DAM, CMS Tools**  
Experienced