

Chelsey Croucher is an experienced Creative Director that specializes in DTC brands, based in Los Angeles.



## TIMELINE

### LOS ANGELES

January 2023 — Present  
Interweave brands: **Rough Linen, Snowe Home**  
*Creative Director*

January 2022 — January 2023  
**Medterra CBD, Vena CBD & Five CBD**  
*Creative Director*

April 2021 — November 2021  
**Coop Home Goods**  
*Creative Director*

October 2019 — April 2021  
**Cels: Chinese Laundry, 42Gold & Dirty Laundry**  
*Art Director*

January 2018 — October 2019  
**Tamara Mellon**  
*Graphic Designer & Photographer*

### NEW YORK

January 2015 — December 2017  
**Spring Inc**  
*Senior Imaging Specialist:*  
*Lead Photographer, Visual Merchandizer & Graphic Designer*

### LOS ANGELES

Jan 2015 — Jan 2016  
**Nordstrom Rack | Hautelook**  
*Graphic Designer & Social Media Photographer*

May 2014 — Dec 2014  
**ShoeDazzle / Just Fab**  
*Lead Freelance Retoucher*

January 2011 — Dec 2014  
**Mark Seliger - Celebrity Photographer**  
*Production Coordinator*

## EDUCATION

May 2010 — January 2011  
**Brooks Institute of Photography, Santa Barbara**  
*Commercial Photography & Design*

## EXPERIENCE

**Brand Strategy:** Collaborate with great minds to define and refine brand direction and purpose. This includes establishing a cohesive visual aesthetic, tone of voice, and underlying philosophy.

**Planning:** Expertise in managing comprehensive marketing calendars, meticulously overseeing budgets, and developing detailed creative briefs to guide project execution.

**Production:** Oversee all aspects of production to ensure every detail, including model or location selection, aligns with the overarching brand vision and strategic goals.

**Leadership:** Foster a creative environment where talent can thrive. Efficiently communicate project timelines and requirements, ensuring all team members have the support and clarity needed to succeed.

**Execution:** Direct involvement in technical aspects of creative production, including photography, graphic design, print design, and lighting, to guarantee high-quality outputs.

**Continuous Learning:** Diligently study market trends and consumer interactions with creative content. Utilize insights to enhance the customer experience, making it more memorable and enjoyable.

## MORE ABOUT ME

Inspiration: Agnes Martin for art, Annie Albers for textiles

Current artistic outlet: Crafting handmade light sculptures

Music: 70's disco

Food: Salt & vinegar anything

Leisure activities: Going to museums, photography, & gardening

Star sign: Taurus

Pets: Three cats — Felix, Forest, & Fern (too many!)

WIP: 1920's craftsman in South Los Angeles

Beauty: Currently into Merit, Ouai, and Ilia

Let's create  
something beautiful.

## SAY HELLO

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