

MeLissa Mips-Medugno

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DIRECTOR; CREATIVE OPERATIONS | Brand Development | Strategy | Process | Inspiring Leader

Dynamic, accomplished creative leader respected for decades of achievement in guiding art direction, strategy and process for high-profile companies like New Balance, Hasbro and BJ's (Fortune 500). Transparent leader who fosters a culture of excellence, driving innovative campaigns and cohesive brand systems across the customer journey. Forges lasting relationships, engages stakeholders as a trusted resource, and aligns world-class design teams. Out-of-the-box thinker committed to outstanding creative solutions to achieve positive brand and business impacts while exceeding all expectations.

SKILLS & EXPERTISE

Art Direction
Creative Management
Team Building/Leadership
Innovation
Campaign Management
Integrated Marketing
Strategic Planning/Visioning
Brand Systems
Project Management
Digital/Social/Broadcast
Stakeholder Engagement
Relationship Building
Communication Platforms
Customer Journey
Training & Mentoring

CAREER HIGHLIGHTS

- Secured a record \$30M in incremental sales and a 20% increase in digital membership acquisition after aligning with executives and stakeholders to increase digital presence via social content strategy.
- Orchestrated new brand positioning, voice, and campaign in partnership with senior leadership, incorporating data-driven insights and driving on-time implementation across media channels.
- Reduced creative spend 20% at New Balance after instituting a specialized team process and structure, allowing for greater coordination throughout corporate/consumer communications and PR
- Earned numerous promotions with Hasbro, rebuilding major brands and achieving category growth of up to 236%.

PROFESSIONAL EXPERIENCE

BJ's Wholesale Clubs, Inc. 2011 – Present

Creative Director, Digital and Creative Services

Guide brand development and cohesion, innovative and integrated campaigns, and overall creative strategy to achieve pacesetting business growth. Build unique solutions to navigate business challenges.

- Partnered with executives and stakeholders to increase digital presence, developing a strategy emphasizing social content to achieve a record \$30M in incremental sales combined with 20% increase in digital membership acquisition. Used best practices and increased profits by 2%.
- Achieved a 3% increase in traffic to clubs and a 2% increase in retention of existing members after spearheading a strategic and cohesive campaign approach for marketing communications, optimizing brand execution and relevant team efficiencies under strict deadlines and heavy workloads.
- Championed new brand positioning, voice, and campaign in partnership with senior leadership, incorporating data-driven insights and ensuring smooth integration of brand creative to marketing, HR, corporate, and PR communications. Provided trusted input to steering committees on development planning.
- Reinvented in-club experience to convey quality and brand distinction against direct and indirect competition. Redesigned key retail touch points and standardized other crucial campaign functions.
- Delivered 9.2% lift in the HBA category, a 3% lift across fresh foods, and other positive KPI impacts by coordinating build-out of communication platforms while balancing strict budget requirements.

New Balance Athletic Shoe Inc. 2008 – 2010

Creative Group Manager/Creative Director

Achieved company vision in the complete design and execution of brand initiatives, including integrated marketing campaigns, premium in-store displays and fixtures, and much more, repositioning the brand as a performance leader.

- Restructured New Balance internal creative agency by leveraging capabilities and talent, cutting outside spend and increasing work supported 50% annually. Provided internal consulting to other divisions with marketing, brand development, and strategic planning across creative projects.
- Instituted a specialized team process and structure allowing for greater coordination throughout corporate/consumer communications and PR; structured best-in-class external vendor support reducing creative spend 20% without compromising overall quality and growth targets.
- Collaborated with partners up to a global level to deliver assets and tools supporting integrated global brand campaigns, sell-in processes, and retail executions. Utilized strategies that became the basis for new templates and a rework of on-boarding for creative staff and agency part-

New Balance Athletic Shoe Inc.

2008 – 2010

ners.

- Led redesign efforts for the company brand, offering go-to guidance for long-term planning and campaign integration. Created a style guide and supporting assets for consistent global application.
- Streamlined project functions throughout internal creative teams and agency partners to address long-standing performance problems and reduce required work hours.

Hasbro, Inc. 1992 – 2007

Design Director/Sr. Art Director/Art Director: 2001 – 2007

Art directed and collaborated on high-profile product and lifestyle photography and video used across all forms of media. Offered support and consulting to other company directors due to superior results.

- Directed design initiatives for the re-introduction and rebuilding of major Hasbro brands resulting in a 236% increase in growth within the girls' toy category and steady growth within the Playskool Brands ahead of forecasted deadlines. Promoted the use of best-in-class resources for cost effective, efficient creative production.

Other Positions 1992 – 2000: Sr. Graphic Designer, Digital Illustrator, Sr. Production Artist

ADDITIONAL EXPERIENCE

Adjunct Professor | Bunker Hill Community College | 2015 – 2021

Adjunct Professor | Suffolk University | 2009 – 2016

Art Director | Proteus Design | 2000 – 2001

EDUCATION & CERTIFICATIONS

Emerson College

Master of Arts, Communication Arts (New Media)

Pace University

Bachelor of Science, Art & Design (Certificate in Scientific Illustration)

TECHNOLOGY & TOOLS

Adobe CS (In Design, Illustrator, Photoshop, Acrobat, Dream Weaver, After Effects)

Microsoft Office (Word, Excel, PowerPoint)

Final Cut Pro, Keynote, Quark Express

COMMUNITY ENGAGEMENT

Red Cross / Westwood Library / Therapy Dog visits to eldercare communities

INTERESTS

Gardening, Hiking with my dogs, golfing and anything Boston Sports related