

GAYLE SAHLER

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Insightful and collaborative Creative Director with 15 years experience in developing and executing cohesive design strategies that enhance brand identity and user experience. Skilled in managing cross-functional teams, fostering team unity, and mentoring emerging designers.

PROFESSIONAL EXPERIENCE

LUCKY 21, Roselle, NJ

2021-Present

Elite e-commerce Brand Representation agency, with a foothold in the apparel industry.

Creative Director

January 2021-Present

Lead and inspire design, photography, and copywriting teams to deliver innovative creative solutions for a portfolio of 100+ brands. Shape cohesive visual identities and customer experiences across digital and print channels, driving brand growth and engagement. Collaborate with marketing, merchandising, operations, and executive leadership to align creative initiatives with business objectives and foster strategic decision-making. Expertise in Amazon and Walmart marketing, including fluency in Amazon Seller Central, to optimize performance on major e-commerce platforms.

Key Achievements:

- Increased sales and improved margins for national luxury retail brands, driving revenue growth from \$54M to \$175M (+224%) through strategic marketing, data-driven insights, and targeted promotions.
- Directed cross-functional teams to execute impactful marketing campaigns, seasonal strategies, and e-commerce experiences that elevated customer engagement; ie: model photo shoots in studio and on-location, social media influencer campaigns, online ads.
- Hired, mentored and empowered a high-performing creative team, fostering a culture of collaboration and productivity.

SMITH DESIGN, Morristown, NJ

2014-2021

Full-service brand and design agency focused on consumer packaged goods portfolio of clients.

Design Manager

January 2019-January 2021

Provide high level creative thinking and art direction for design team. Engaged from strategy development through execution to deliver client solutions. Collaborate with account managers to ensure that client goals are met from a creative and budget standpoint. Art direct and inspire junior designers and illustrators for quality execution. Mentor junior designers and foster a culture of engagement.

Key Achievements:

- Redesigned ALL® Laundry Detergent for Henkel Corp., which led to significant expansion of client transactions.
- 2020 GDUSA Design Awards: The Hershey Company, Hershey Baking Chips POS; Henkel Corp., Dial® packaging design; and Friesland Campina, Dutch Masterpiece® packaging redesign.
- Honored with "Team Leader Award" selected by Smith Executive Management.

Senior Designer

December 2016-January 2019

Developed evolutionary to revolutionary design solutions to conceptualize a wide range of bold, fresh and consequential design capabilities. Evaluated competitive landscape, assessed product positioning, and ideated on brand possibilities to inform design process. Collaborated with strategy and account management to capture brief and fully immerse into client insights.

Key Achievements:

- Redesigned The Hershey Company, Hershey's® Baking Chips Line. Pilot project resulted in an agency switch to Smith Design for future packaging and POS projects.
- Managed and art directed food photography shoots for Green Giant® line extensions.
- Winner of Brand Packaging Magazine's "Rising Star" award in 2017.

Designer

July 2014 - December 2016

Created GDUSA award winning designs for Suave® Kids, Skippy®, Seapak®, and Ortega®. Other brand projects included: Farm Rich®, BIC®, NicePak®, Disney®, Serta®, Volpi®, and ZeroWater®.

TRACYLOCKE, Wilton, CT

June 2012-July 2014

Art Director

February 2013 - July 2014

Developed concepts and designs for national, regional, professional sports and holiday marketing programs. Created global brand guidelines for seasonal point of sale across multiple billion-dollar brands (Pepsi®, Gatorade®, Quaker®, Lipton®, Starbucks®, Chase® and Samsung®). Worked closely with copy and account service teams to ensure strategic goals and brief objectives were met. Delivered high volume work flow within intense timeframes.

Graphic Artist

June 2012 - February 2013

Created high resolution artwork and prepared mechanicals printing. Executed work quickly and with strong attention to detail to meet demand and tight deadlines of Fortune 500 client.

EDUCATION

SYRACUSE UNIVERSITY, College of Visual and Performing Arts, Bachelor of Fine Arts in Communications Design, Syracuse, New York