

STEPHANIE LEBLANC

Creative, Brand & Content Executive | Omnichannel Content | Audience Acquisition | Revenue Growth
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PROFESSIONAL SUMMARY

Growth-focused Creative, Brand & Content Executive with over a decade of experience identifying untapped competitive advantage at critical business inflection points. Combines consumer psychology and cultural intelligence to reposition brands, rebuild creative infrastructure, and drive measurable equity growth. Proven track record pioneering first-of-their-kind creative initiatives and executing high-converting GTM strategies for high-growth enterprises including lululemon, Precision Nutrition, and AARMY. Integrates agentic AI architectures and modern workflows to scale creative output and operational rigor without compromising brand integrity.

- **60% YoY revenue increase, 57% digital sales lift, and 46% conversion surge** generated by architecting lululemon's inaugural creator program and leading end-to-end promotional creative at AARMY.
- **3,757% organic growth (2.7M+ followers) and 120% spike in new registrations** achieved by launching an enterprise-level CEO content pipeline, generating 17M+ impressions and establishing category dominance within 12 months.
- **213% CTR lift and 66% lead-to-sale conversion increase** delivered by orchestrating a full brand overhaul at Precision Nutrition, rebuilding broken analytics pipelines, and scaling content output by 232%.

CORE COMPETENCIES

- **Executive Leadership:** Executive Creative Direction | Brand Strategy & Architecture | Go-To-Market (GTM) Strategy | Consumer Psychology & Positioning | Executive P&L & Budget Management | Cross-Functional Governance | Creator & Influencer Partnership Infrastructure | Global Brand Activations | Product-Led Growth (PLG)
- **Growth & Operations:** Omnichannel Content Ecosystems | Conversion Rate Optimization (CRO) | Full-Funnel Acquisition | New Product & Service Launches | Market & Competitive Analysis | Strategic Risk & Scope Management | Workflow Automation & Process Engineering
- **AI & Agentic Tools:** Agentic Workflow Architecture | MCP Architecture & Integration | AI-Native Governance & Compliance | Prompt Engineering & Automation | Claude | Claude Code | Cursor | ChatGPT | Perplexity | Higgsfield
- **Design, UX & Deployments:** UX/UI Strategy & Creative Direction | Interactive Prototyping | Figma | Framer | Adobe Creative Suite | Enterprise Analytics | Sprinklr (Engagement Analyst Pro & Campaign Manager Pro)
- **Production & Craft:** Executive Creative Oversight | Art Direction & Visual Identity | Video Direction & Editorial | Campaign Production & Field Oversight | Talent Acquisition & Rights Management

PROFESSIONAL EXPERIENCE

Fractional Brand & Content Executive, Advisory Practice

New York, NY | 2015 – Present

Execute selective C-suite advisory, GTM strategy, and project-based campaign recovery for consumer brands and high-growth founders during strategic growth and transition inflection points.

- **Crisis Management & Campaign Recovery (DKNY):** Salvaged the Fall 2024 Kaia Gerber campaign amidst major scope and resource shifts; delivered **80% of planned assets** (40/50), generated 2 of the **campaign's top organic social assets**, and established strategic concepts adopted across 2 subsequent global seasonal campaigns.

- **Go-To-Market (GTM) Launch & Brand Architecture (Juno Destinations):** Scaled a luxury hospitality concept from a 2-page brief to full market readiness in **under 8 weeks**, building full brand identity, GTM roadmap, pitch decks, and operational marketing systems.
- **Executive Advisory & Personal Brand Monetization:** Architected lead generation systems, brand partnership frameworks, and omnichannel performance strategies for high-profile influencers and founders, driving audience acquisition and new revenue pipelines.

Precision Nutrition, Chief Content Officer

Remote | July 2024 - June 2025

Recruited into a stalled-growth mandate to rebuild content operations and brand architecture from the ground up, modernizing lifecycle planning, MarTech infrastructure, and experience optimization across core product lines.

- **Operational Efficiency & Workflow Modernization:** Scaled content production output by **232%** and reduced overhead by consolidating disparate workflows into a modular design system, establishing brand consistency across global digital touchpoints and external agencies.
- **Conversion Rate Optimization (CRO):** Delivered a **213% CTR lift** and a **66% lead-to-sale conversion increase** by applying consumer psychology frameworks, modernizing ad creative, and fixing broken conversion pathways (UTM tracking loss, misindexed analytics, missing ad-unit parameters).
- **Organizational Governance & Crisis Management:** Preserved **85% of registration volume** following a 5-to-1 operational downsizing; governed a 5-Director leadership team, paid media agency, external creators, and specialized vendors without sacrificing output.
- **Product-Led Growth (PLG) & App Deployment:** Spearheaded a zero-disruption onboarding flow overhaul for a live application ahead of schedule; owned messaging architecture, intro video production, global accessibility compliance, and UI prototyping through JSON/TestFlight QA in direct alignment with the CEO.

AARMY, Head of Brand & Content Strategy

New York, NY | May 2022 - June 2024

Recruited with a mandate to operate at a Director level as sole senior authority for brand and content strategy, building AARMY's foundational content ecosystem and GTM frameworks from scratch (strategy remains in active operational use today).

- **Enterprise Audience Acquisition:** Established a category-defining competitive position transforming a niche, boutique studio into a globally sought-after fitness brand by creating the first cohesive content ecosystem that lowered churn and compounded high-impact creative output; achieved **1,093%** net audience growth YoY, a **58.9%** follower increase, **9.9M** video views (**+262%**), **17M+** impressions (**+54%**), and a **134%** engagement lift.
- **CEO Thought Leadership & Viral Pipeline:** Sparked **3,757%** organic growth (**2.7M+ followers**) and a **120%** spike in new brick-and-mortar registrations by orchestrating a CEO-led personal content strategy as an enterprise acquisition pipeline, catalyzing a viral breakthrough two weeks post-launch.
- **Commercial Revenue & Sales Performance:** Drove a **60% YoY** revenue increase and a **46%** sales conversion lift by leading concept-to-delivery promotional creative for in-house product lines and co-branded gear through lean-budget editorial campaign sprints.
- **Full-Funnel Messaging & Conversion Optimization:** Achieved a **32% lift** in cross-platform campaign performance and a **48% increase** in social lead conversions by shifting legacy messaging into an inclusive framework, equating to **11K** organic free redemptions, **28K** app registrations, and **48K** link-in-bio conversions.
- **Omnichannel Retention & Journey Governance:** Cut user drop-off by **56%**, expanded app subscriptions by **17%**, and increased email CTR by **33% (+26% CTOR)** by elevating creative standards across the customer journey and owning end-to-end omnichannel execution (from creative approvals to compliance) across all activations, pop-ups, and partner events.

- **Inbound Partnerships & Global Expansion:** Attracted **50+ new inbound partnerships** and revenue generating initiatives, including AARMY's first Global World Tour and a solo headlining Michelob ULTRA activation (**600+ attendees**) in Mexico City.
- **Beta Innovation & Live Operations:** Successfully piloted the first multi-platform live broadcast (Instagram, TikTok, YouTube) as a **top-of-funnel acquisition strategy test** during TikTok's closed platform beta, managing real-time crisis oversight and strict technical compliance across simultaneous live channels.

lululemon & lululemon Studio (formerly MIRROR), Content Production Specialist (Promoted)

New York, NY | June 2019 - May 2022

Pioneered a community-rooted storytelling model that reshaped lululemon's global content strategy; owned creative operations and lead acquisition for lululemon Studio's first post-acquisition soft-launch campaign, engineering operational toolkits and partner protocols from scratch.

- **Social Innovation & Channel Expansion:** Co-developed and co-launched lululemon's foundational TikTok strategy, championing a pivot from traditional ambassadors to digital-native creators and influencers for agile, culture-first verticals, achieving a **702%** lift in video views, **829%** engagement increase, and **222%** follower growth YoY.
- **Inclusive Brand Strategy & Historic Campaign Performance:** Trailblazed lululemon's first campaign built around plus-size talent of color, producing the top-performing content asset in brand history (**309% above benchmark**), catalyzing global sizing expansion, in-store accessibility, and more equitable representation across creative pipelines.
- **Creator Ecosystem & Revenue Growth:** Advocated and spearheaded lululemon's first influencer partnership infrastructure through strategic creator collaborations, driving a **57%** increase in digital product sales.
- **Crisis Management & Executive Production:** Executive produced documentary coverage for lululemon's partner Freedom March NYC, stepping in last-minute to direct field production during major social movements when the assigned director failed to appear, delivering culturally resonant footage later **featured in Ciara's Rooted music video**.
- **Post-Acquisition Launch Execution:** Surpassed lead targets during the post-acquisition team transition and pandemic-driven in-store limitations, delivering a **47% lift in in-store trials** from lululemon Studio's (previously MIRROR) omnichannel soft-launch campaign.
- **Operational Efficiency & Legal Compliance:** Achieved a **17%** improvement in workflow efficiency and a **22%** reduction in time-to-launch by standardizing talent contracts, production budget frameworks, and production timelines in direct partnership with Legal, Product, and Marketing leadership.
- **Agency Governance & Talent Operations:** Managed end-to-end talent acquisition and agency operations, overseeing casting, contract negotiations, styling, and multi-team creative alignment from brief through final distribution.

PREVIOUS EXPERIENCE

Social Media Coordinator | Agapi Stassinopoulos, 2017-2018

Digital Media Associate | Atlantic Records, Jan 2017 - July 2017

Project Manager | EarthSeaWarrior, 2014-2015

EDUCATION & PROFESSIONAL CREDENTIALS

Master of Media Management (M.S.) | The New School

Sprinklr Engagement Analyst Pro & Sprinklr Campaign Manager Pro Certification