

# MOLLY DELLA BELLAR

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## EDUCATION

Life everyday.  
But for reals:  
University of Santa  
Barbara California  
BA, Art Studio 2003



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## HATCH COLLECTION, CREATIVE DIRECTOR

JULY 2020- PRESENT

HATCH Collection is the premier destination for all of your changing needs throughout pregnancy and beyond. HATCH's collections are designed to celebrate every choice, no matter your stage. And to honor each woman's experience and sense of self, because you're still you, just pregnant.

- Evolve, own, set and iterate on the brand visual identity and voice for multi-channel campaigns that touch all areas of the customer experience—including email, social, retail, web, packaging experience, experiential and more. 2023 brand update delivered consistent 15-25% y/y revenue growth
- Oversee all creative content developed for the brand: campaign, ecomm and social releases with each new collection.
- Create and direct brand system that can work across every channel
- Guide the creative process from start to finish while ensuring even the most minute detail is thought through and ladders up to the larger brand strategy
- Direct photoshoot team to ensure brand right content across all platforms (merch, ecomm, social, paid, direct mail, etc), with clear process and Leadership checkpoints, always on budget.
- Work directly with Founder and VP Marketing to create plans and execute across each channel.
- Creative direction and oversight on all packaging elements and how they live side by side, as well as at retail
- Expert in the business to ensure strategic creative direction that advances the brand, connects to the merch strategy, and is continuously iterative to keep up with HATCH's rapid growth and ambition
- Mentor and manage a growing team of creatives across design, art direction and content—ensuring a high standard of consistent execution while never missing an opportunity to develop and motivate.

## STELLA & DOT FAMILY OF BRANDS, CREATIVE DIRECTOR

FEB 2018 - JAN 2020

Stella & Dot is a company designed to give women the flexibility to live a life they love. A company that sells fashion, beauty and meaning while simultaneously giving women the ultimate side-hustle. A company with a mission that is truly alive with heart and soul alongside developing deep relationships with customers around the country.

- Rebrand to help shape and focus S&D on its key attributes; directly related to increased site revenue +22% y/y and increased site conversion +35% y/y.
- Work alongside merchandising and design VPs to be sure we were all on the same page and the overall brand gets lifted to a chic, cool and woman friendly place.
- Activate small but mighty team to create meaningful, consistent and inspired work in all channels: online, print, social, etc. This work affected the entire organization, guiding teams to the same goals, inspiring wonderful thinking and ideas to come to life, and driving the business forward.
- Drive all brand strategy including design, tone, photoshoots, video, site, social; partner with internal and external artists, photographers and creators to increase customer engagement and sales through the creation of chic fashion online, made for Stylists to then use to sell their own business.
- Develop and create strategies by tapping into our customer base, listening, asking questions and then re-framing the brand to include diversity, strong messaging, and inspiring stories.
- Create an entirely new brand message, voice and story one year after joining.
- Focus on team and rebuilding entire Creative organization. Ensure stability, trust and confidence. This team is now humming- working seamlessly in step with the business.

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## FABKIDS, VP MARKETING & CREATIVE

2012 – FEB 2018

FabKids is the largest children's subscription business in the U.S. valued at \$24M (2018). Hired as the 6th employee to develop creative content and marketing strategies which drive the brands vision and story. Manage a team of 5 direct and 6 indirect reports focused on putting Mom First by creating unique content and a fashion forward artistic direction.

### Creative Focus

- Establish tone, feel and story for all written brand copy; focusing on consistent messaging while continually educating consumers on FabKids value proposition has increased customer engagement and brand loyalty.
- Develop lead conversion content focused on a "Mom First" mindset; strategically engage with a pipeline of 2M leads each month by creating content which highlights brand value, service ease of use and fashion through creative content and storytelling.
- Created an entirely new brand message, voice and story one year after launch. Efforts created an uptick in brand penetration and conversion rates, doubling projections.
- Guide tone and creative concepts for all ad copy and visual content; build monthly ad strategy which includes the distribution and creation of over 200 ads each month, including multiple landing pages and Facebook pieces.

### Marketing Focus

- Launched awards based paid subscriber tiers, VIP (Very Important Parent) and Elite VIP subscribers; tiered program has fueled conversions, customer spend and loyalty resulting in fewer canceled subscriptions.
- Strategically partner with sister brands Fabletics, JustFab and FL2 to drive brand awareness and conversions.
- Build brand through consumer trust; create creative content and ads which speak to the consumer through the analysis of business achievements, sales performance and customer interests.
- Focusing on transparency, rebranded the voice, creative content and timing of email campaigns for a lead pipeline of 2M; communicating in a transparent voice tripled conversions.

## SHUTTERFLY, ART DIRECTOR

2007 – 2012

Hired to guide Shutterfly in the creation of new visual and written content when the company focused only photo boarders. Ultimately pitched a brand expansion to support the creation and launch of a yearly holiday campaign and multiple new products and lines. New product channels resulted in a 30%+ compound annual growth rate for Shutterfly and have since made the brand a household name for cards, calendars, stationary, photo books share sites, home décor and gifts.

- Managed a team of 7 internal designers and 19 external design partners responsible for all creative design for each Shutterfly collection.
- Rebranded Shutterfly, including the logo and website; successful rebrand connected with consumers by establishing a new brand story which focused on the key principles of Shutterfly, spreading joy, making connections, family and friends first.
- Created the first holiday line; revenue generation beat all expectations resulting in a new yearly holiday line which has become a primary retail focus for Shutterfly.
- Created multiple new product lines including cards, calendars, stationary, photo books share sites, home décor and gifts; grew previously nonexistent product lines from conception to creation and finally launch resulting in revenue growth from \$0 to \$1M in two years.
- Provided all art direction of yearly holiday print catalog including concept creation, strategy and production of all marketing collateral; managed all photoshoots, design decisions and marketing programs and ads.
- Performed competitive market and consumer analysis to forecast seasonal online and print trends.
- Designed, created and launched the first collection of cards; successful line created an entirely new revenue stream and product line for Shutterfly.

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