

DAVID SKEENS

CREATIVE

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EXPERIENCE

Copy Director / Brand Development

Bath & Body Works | Columbus, OH & NYC
April 2009 - Present

Direct a team of talented writers (both in-house and freelance) to execute compelling copy for all BBW products, including core fragrant body care, new performance brands and white space product launches - from concept to shelves in over 1700 stores.

Reporting to President of Brand, cross-function with merchant leadership, head creatives, product development, legal and regulatory to insure consistent storytelling across all channels.

Support Bath & Body Works' ongoing reinvention initiatives with brand manifestos, seasonal storytelling, evocative fragrance naming and innovative product positioning to elevate the brand and drive sales, resulting in 7 back-to-back years of record results.

Copy Manager / Design

Bath & Body Works | Columbus, OH & NYC
April 2004 - April 2009

Originated and established a creative copy department in design responsible for concepting, naming and executing all product copy across the billion-dollar brand: an ever-changing portfolio of 20+ sub-brands of fragrant body care, home fragrance and accessories.

Reporting to SVP of Design, I partnered with head creatives as well as brand and retail merchants to create seasonal concepts to be carried through multi-channel marketing to engage customers with a seamless brand story.

Collaborated with creative directors, designers and lead merchants in the strategic development of launches and relaunches to help bring the product to life.

Copywriter / Marketing

Victoria's Secret Stores | Columbus, OH
December 2000 - April 2004

Crafted creative copy for every level of marketing from national campaigns to hangtags, including: brand names, pop-up shop names, bra and panty names, TV commercials, radio spots, billboards,

store windows, sign packs, customer relationship management, direct mail, POS, handouts, press kits, look books, media tour collateral, invitations, credit card inserts/statement messages, and launch communications to associates.

Freelance Copywriter & Brand Consultant

January 1997 Present

Victoria's Secret, Pink, Express, Luxottica, Hard Rock Cafe, E&J Gallo, Lexus, Forever 21, Gold Toe Gear, Tween Brands, Old Machine Film, Henri Bendel, Sunglass Hut, The Limited, Auto Zone, The Modern Object, C.O. Bigelow, Slatkin & Co., Ohio Arts Council, Ohio Art League, Greater Columbus Arts Council, Savannah Bee Company, Wexler M.D. Dermatology, American Girl, Baltman, Childhood Cancer Family Connection, URS Corporation

EDUCATION

Ohio University, E.W. Scripps School of Journalism

B.S. in Journalism: Strategic Communication / Playwriting / Poetry

Activities included: Southeast Ohio Magazine, Playwrights Festival, Workshop with Visiting Poet Jane Miller, OU Advertising Association (Ad Club), Society of Professional Journalists (SPJ)

WORKSHOPS

IDEO Storytelling for Influence

Story of Disruption by Michael Margolis

VOLUNTEER & AFFILIATIONS

DRESS FOR SUCCESS

Co-Chair, Annual Fundraiser 2018 D3: Dine. Drink. Dress. November 2017 Present

PELTONIA

Co-Chair, L Brands Art Auction 2016

Rider, August 2013 Present

SHORT NORTH MURAL SERIES

With the support of the Greater Columbus Arts Council, selected by Joseph Editions Gallery for inclusion in "Six in the Short North" 2017 2018

OHIO ART LEAGUE

Centennial Honoree for my outstanding contributions in support of the visual arts in Ohio, 2009

Board of Directors, 1997 2004

UNITED WAY

Leader's Circle, 2007 Present