



Stacy Burchfield
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Senior Director of Brand and Marketing CPG & Sustainability Advocate | Omnichannel

Marketing strategist and creative brand builder with 20+ years of experience leading high-performing teams, scaling integrated campaigns, and growing mission-driven brands in fast-paced, customer-centric environments. A proven leader in omnichannel execution, social media innovation, retail activation, and cross-functional alignment. Adept at blending brand storytelling with shopper insights and performance data to drive awareness, engagement, and velocity at shelf. Committed to building brands that not only perform—but inspire.

Key Skill & Expertise

Marketing Strategy & Execution • Digital Product & Online Services Marketing • B2C Campaign Leadership • A/B Testing & Experimentation Frameworks • Funnel Optimization & Conversion Strategy • Creative Ideation & Campaign Development • Performance Marketing & Direct Response • Market Research & Targeting • Cross-Functional Team Leadership • Content Strategy & Copywriting • Vendor/Agency Management • Data Analytics & Reporting • SEO & Web Optimization • UI/UX Design

Related Experience

Center for Vein Restoration Creative & Brand Leader 2021 - Present | Remote/Washington, DC Metro *National Healthcare and Wellness*

Chief architect of CVR's national brand and digital transformation strategy. Oversaw end-to-end marketing execution, from conceptualization to results measurement.

Marketing Leadership & Funnel Optimization

- Directed full-funnel B2C marketing strategy, optimizing paid and owned channels to increase patient acquisition.
- Integrated A/B testing frameworks, conversion rate optimization, and user behavior data to inform creative and strategic decisions.
- Led cross-channel experimentation initiatives that resulted in a 27% increase in conversion rates.

Brand Rebranding and Identity Evolution

- Spearheaded the rebranding of CVR, modernizing the brand's identity and aligning messaging across 110+ locations.
- Developed style guides, directed photography, and refined brand voice across all media.
- Led website redesign to improve UX, SEO, and accessibility—significantly increasing lead volume.

Campaign Execution & Innovation

- Created multi-platform campaigns integrating Google Ads, paid social, email, print, and landing pages.
- Conducted continuous market research to optimize campaign targeting and messaging.
- Elevated social media engagement through content strategy and motion graphics.

Leadership & Team Development

- Built and led a multidisciplinary team including designers, writers, and video producers.
- Streamlined workflows and implemented agile creative processes to accelerate campaign delivery.
- Acted as primary contact for cross-functional collaboration, vendor oversight, and executive reporting.



Data-Driven Web & Digital Strategy

- Launched data-centric website enhancements, increasing appointment bookings through CRO and SEO strategies.
- Partnered with tech vendors to deploy design improvements and functionality updates.

Winter Park Construction

Creative Director 2015 - 2021 | Orlando, FL

- Directed brand marketing for a portfolio of B2B and consumer brands in the construction and real estate sectors.
- Designed and executed campaigns for corporate initiatives, branded events, and executive-level presentations.
- Managed vendor and agency relationships, ensuring brand alignment and timely execution.

Freelance - StacyBDesign.Com

Creative Director & Brand Consultant 2003 - Present | National Clients

- Developed brand strategy, packaging concepts, experiential activations, and campaign assets for clients in wellness, retail, and sustainability.
- Provided brand toolkits, GTM playbooks, and social content calendars for early-stage product launches.

Crabtree Ink Agency

Web & Graphic Designer 2010 - 2012 | Orlando, FL

Executed design and production for brand campaigns and print materials for high-profile clients including Disney®, Disney College Program® PhotoPass®, and Disney Cruise Line®

Tools & Technical Skills

Adobe Creative Cloud: Photoshop, Illustrator, InDesign, Dreamweaver, Acrobat Web Development: HTML5, XHTML, CSS3 Content Management Systems: WordPress, Craft, HubSpot, Shopify AI & Automation Tools: ChatGPT, Bard, Otter.ai, Monday.Com Other: Figma, Clarity

Educations and Certifications

Masters of Science (M.S.), Digital Marketing

Wake Forest University School of Professional Studies, Winston-Salem, NC | 2024

Google Analytics 4

Google

February 2024

Credential ID: 249461728

Bachelor of Arts in Graphic Design, minor in Fine Arts

Flagler College, Saint Augustine, FL | 2009

Awards and Highlights

- 30th Annual Communicator Awards - Distinction in Design & Video, 2024
- Excellence in Construction Awards - Top 10 in Marketing, 2016
- Featured in International Gymnast Magazine and Turn-Fachmagazin