

# Caron Arnold

Senior Creative Director - Creative, Brand & Production Leadership | Apparel | B2B & B2C  
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## PROFESSIONAL SUMMARY

Creative Director with 20+ years of experience leading enterprise-level creative organizations across apparel, retail, and B2B/B2C environments. Proven leader of multidisciplinary teams spanning design, photography, video, styling, and production, with deep expertise in brand stewardship, visual storytelling, and scalable creative operations. Known for building high-performing teams, implementing rigorous creative systems, and translating business strategy into compelling, multi-channel brand experiences across catalog, e-commerce, digital, social, and experiential platforms.

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## CORE COMPETENCIES

- Enterprise Creative Direction & Brand Stewardship
- Apparel & Retail Creative Leadership
- Photography & Video Production Oversight
- Multi-Channel Campaign Execution (Catalog, Web, Email, Social, Events)
- Team Leadership, Mentorship & Organizational Design
- Creative Operations, Workflow & Process Architecture
- Cross-Functional Partnership (Marketing, Merchandising, Product, Sales)
- Agency & Freelancer Management
- Budget Ownership & Resource Planning
- Creative Technology & Tool Enablement
- Adobe Creative Suite, Figma, Midjourney, HTML, Asana, Ziflow, ChatGPT, Nano Banana

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## EXPERIENCE

### Weissman – Creative Director: July 2019 – Present

- Leads a fully integrated in-house creative organization spanning design, copy, photography, video, styling, production, and post-production in support of high-volume B2B and B2C apparel brands: [weissmans.com](http://weissmans.com) & [dancewearsolutions.com](http://dancewearsolutions.com).
- Owns and stewards brand expression across all customer-facing and internal touchpoints, including catalogs, e-commerce (PDP/PLP), email, social, video, experiential marketing, and sales enablement materials.
- Oversees end-to-end photography and video production operations, including product, on-model, lifestyle, and motion content, ensuring consistent standards for lighting, color accuracy, composition, editing, and brand alignment.
- Partners closely with Marketing, Merchandising, Product, E-Commerce, and executive leadership to translate business objectives into cohesive creative strategies and seasonal storytelling.
- Manages multi-million-dollar creative and production budgets while balancing quality, speed, and scalability across fast-paced apparel merchandising cycles.
- Designs and implements scalable creative workflows, intake systems, and review processes that improve efficiency, predictability, and cross-functional alignment.

- Leads, mentors, and develops a 20+ person internal team and 25+ freelancers, fostering a collaborative, high-performance culture focused on growth, accountability, and creative excellence.
- Serves as a member of the leadership team, contributing to enterprise-level planning, organizational design, and long-term brand evolution.

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#### Fusion Marketing (an Endeavor Company) – Creative Director/Senior Art Director: Jan 2015 – Feb 2019

- Built and led distributed creative teams delivering large-scale B2B, experiential, and live-event programs for national brands and associations.
- Directed creative for live events, video production, digital campaigns, and brand identity systems, including scripting, show calling, and executive-level presentations.
- Led creative strategy and new business pitches in partnership with senior stakeholders.
- Managed freelance designers, writers, and production partners to scale execution while maintaining brand consistency and quality.
- Led creative work for nationally recognized brands including Sprint, Valvoline, Anheuser-Busch, Old Navy, Monster Energy, AT&T, USAA, and Frontier Communications across experiential, digital, and video initiatives.

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#### Blackhawk Network – Art Director / Interactive Developer: July 2012 – Jan 2015

- Developed creative for B2B prepaid card programs across major financial networks.
- Partnered with Creative and Product teams to support brand identity, video, digital, and trade show initiatives.
- Produced seasonal promotional marketing campaigns and managed a custom internal presale request engine.

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#### Visiontracks – Graphic Artist/Interactive Designer: July 2001 – June 2012

- Led creative direction, production, writing and storyboarding for video projects.
- Provided art direction, graphic design, web design and interactive media development.
- Managed long-term government contract creative projects.

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#### Additional Early Roles

- Creative Producers Group — Graphic Designer / New Media Specialist (2000–2001)
- StreamSearch.com — New Media Developer (2000)

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## EDUCATION

Webster University — Coursework in art, graphic design, photography, media production and dance

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## ADDITIONAL INFORMATION

- Co-founded and served as Board Member for the Ladies, Wine & Design St. Louis chapter, leading programming, community building, and fundraising initiatives focused on advancing diversity, equity, and leadership development within the creative industry.
- Creative mentor for ready+willing, leading nonprofit rebrand initiatives.
- Work featured on TBS, CBS, FOX, BuzzFeed, Huffington Post, Mashable, Refinery29 and more.
- Creator of a viral Amazon Prime Halloween costume (90K+ Reddit upvotes)..
- Former stunt performer, singer, dancer and actress at Six Flags St. Louis.