

Oliver Wilcox

BRANDING, DESIGN & MARKETING EXPERT

CONTACT

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OliverWilcoxDesign.com

EDUCATION

University of North Carolina-
Wilmington
Bachelor of Science
Business Administration

KEY SKILLS

Adobe Creative Suite
Graphic Design
Influencer Marketing
Figma
Web Design
TikTok Shop
Video Editing
Google Ads
Audience Segmentation
Meta Ads
Social Media Management
Strategic Planning
Salesforce/CRM
SEO
Email Marketing
Artificial Intelligence

CERTIFICATES

Google Analytics
Google Ads Display
Meta Ads
Google Ads-Measurement
Hubspot Digital Marketing
Hubspot Digital Advertising

PROFILE

Marketing and design professional with over 15 years of experience in managing omni-channel marketing strategies. Proven expertise in optimizing digital paid and organic campaigns from concept to completion. Skilled in strategic planning, paid digital ads, campaign measurement, and developing creative assets to meet ambitious goals in fast-paced environments.

WORK EXPERIENCE

Maybe Today NYC (Fashion Brand) *Creative Director & Founder*

Los Angeles, CA
2016-Present

Product & Design

- Design limited-run collections by analyzing trend forecasts and iterating on samples from global manufacturers until fit/finish meet brand standards.
- Source materials and production partners directly, overseeing prototyping to final product.

E-Commerce & Conversion

- Manage all aspects of the Shopify site, achieving a 3.8% conversion rate (industry avg: ~1.5–2%) through streamlined checkout and product page optimizations.

Social Media & Ads

- Create and edit all social content (Adobe) using UGC, behind-the-scenes footage, and trend-jacking—grew Instagram/TikTok to 60k+ followers.
- Run Meta and Google Ads campaigns, maintaining a consistent 9x ROI by scaling winning creatives based on CTR and ROAS.

Email & CRM

- Grew email list to 50K+ via site pop-ups and ad-driven signups; built high-converting Klaviyo flows (welcome series, abandoned cart) recovering \$19k/month.
- Welcome series achieves 89% open rate and drives 78% of first-time purchases.

Collaborations & Brand Growth

- Partnered with brands for sold-out pop-ups in NYC and Tokyo, handling design and in-person sales).
- Featured in Complex, The Source; celebrity placements (Jaylen Brown, Pete Davidson).
- Cultivated relationships with stylists/celebrities, leading to organic wear and inbound collab requests.

Buddies Brand (Cannabis Brand) *Director of Marketing*

Los Angeles, CA
2020-2024

Digital Marketing & E-Commerce

- Built and managed the company's website, implementing a retargeting campaign to recover abandoned carts—navigating strict state-by-state cannabis advertising laws.
- Ran all social media (Instagram, Twitter, LinkedIn), growing followers while staying compliant with platform restrictions.

Brand & Creative Direction

- Designed all product packaging, marketing materials (postcards, trifold), and in-store displays—ensuring brand consistency across retail partners.
- Slashed swag production costs by 40% by sourcing overseas manufacturers and negotiating bulk pricing.

Experiential & Events

- Led activations at industry events like Hall of Flowers, increasing brand visibility and B2B leads.
- Managed 4 brand ambassadors to amplify grassroots marketing in key markets.

Team Leadership & Operations

- Oversaw a marketing team of 3 designers and 2 marketing managers, streamlining workflows to meet quarterly goals. Integrated Asana and Slack for improved productivity.