

Micayla Lubka

Milwaukee, WI

-Email me on Indeed: <http://www.indeed.com/r/Micayla-Lubka/560d199ad704354f>

Work Experience

Associate Project Manager, Product Strategy

West Elm - New York, NY

September 2019 to Present

Art Direction / Creative Direction

- Create a seasonal showroom shot list to capture the unification of business strategy and concept design, key product themes, marketing stories and visual merchandising goals
- Develop showroom photography and curate an internal catalog to showcase key marketing goals, business strategies and concept designs to Creative Services, Marketing and Retail
- Use references to convey best practices and creative direction to develop brand consistency and photography guidelines

Manage Social Media Content and Strategy

- Establish Pinterest account to reflect brand voice and editorial direction, and analyze data and conversion rates to track for alignment with marketing and advertising goals
- Guide stores to use social media to drive customer engagement and maximize brand awareness. Design directives and brand social guidelines to build consistent visual storytelling

Business Strategy

- Lead business strategy meetings with Merchandising and Design to ensure clear and actionable seasonal objectives and consistent business strategy initiatives
- Refocus design content by creating seasonal showroom floor plans, designing product layouts blending new and core products that convey business strategy needs

Creative Project Management

- Oversee the execution of showroom activities, including creating and managing collaborative, interdepartmental documents to ensure business objectives and concept designs are passed clearly between Merchandising, Design, Creative Services, Marketing and Retail teams
- Manage all showroom sample orders from multiple global sites, including products outsourced for special requests preventing glitches and maintaining order flow

Selected Management Trainee - LEAP Program Associate

West Elm - New York, NY

March 2021 to January 2022

Chosen for a 10-month long rotational program in business leadership for rising executives

Rotations included:

Textiles Inventory Planning and Supply Chain

- Oversaw the Windows category activities, including daily and monthly planning and company-wide reporting, forecasting and analyzing weekly Textiles reports

E-Commerce: Site Merchandising

- Analyzed competitor UX structures to refine online experience for the holiday season for touchpoint accessibility, navigational fluidity and shoppable inspiration

Store Operations: Communications and Sustainability

- Restructured and redesigned the store employee portal to centralize information, feature employee accomplishments and increase accessibility of important pages and links

Product Development and Design: Concept Design and Brand Aesthetics

- Assisted the Head Concept Designer in creating 2023 concepts

Merchandising

- Created a design needs deck and competitor analysis to assess growth opportunities

Content Curator

Curalate Inc.

2017 to 2020

- Moderate user generated content (UGC) and captions based on brand guidelines for Fortune 500 companies' retail stores, websites and apps to populate shoppable galleries
- Collaborate with clients to evaluate and source images for high-demand products, track product release schedules, understand e-commerce priorities and align shoppable social strategy with image curation strategies
- Develop efficient moderation processes to drive online revenue growth by testing and iterating brand-approved styles,, licensing schedules, and priority products

Visual Merchandiser

West Elm - Milwaukee, WI

September 2018 to August 2019

- Create and maintain all visual merchandise presentations within brand guidelines
- Oversee inventory management in preparation for display conversions
- Establish markdown strategies for older merchandise to keep a consistent product flow
- Work cross-functionally to ensure visual presentations drive core business objectives

Assistant Impact Producer

VSM Productions, LLC. - New York, NY

2017 to 2019

- Managed a multi-channel campaign for award winning documentary "Like Any Other Kid"
- Identified target markets, channel partnerships and thought leadership opportunities with government officials, youth homes and community activists resulting in 20+ screenings
- Developed outreach strategies to and content for government officials, youth homes, key celebrity gatekeepers and thought leaders within the criminal justice and reform systems
- Secured contract with Tugg Inc. increasing in inbound requests for screenings and press

Independent Design and Strategy Consultant

2017 to 2019

Services include: Visual design services, retail image curation and optimization, strategic visual communication, outreach plans and execution, retail and visual merchandising

Select corporate and agency clients include: West Elm, Curalate (Nike), VSM Productions, MILK Studios, Archana Kochhar for NYFW, Physicians for Reproductive Health, Ellevest Network, USA Boxing, TrainHeroic, 8 of 9 and ImageFiction

Micayla Lubka Photography | Freelance Photographer and Web Designer

- Determine the vision, logistics and budgets for projects ranging from one off photo shoots with individuals to corporate visual messaging campaigns
- Manage the post production process including editing and retouching using Adobe suite
- Build customized websites using Wix.com, Wordpress and Squarespace

Education

Bachelor's Degree in Sociology

Barnard College - New York, NY

September 2013 to May 2017

Skills

- Visual Design
- Adobe Creative Suite
- Content Development
- WordPress
- Art direction
- Branding
- Project management
- Content strategy
- Web Design
- Presentation Skills
- Business Analysis
- Production Management
- Adobe InDesign
- E-Commerce
- Social Media Management
- Photography