



# BLAKE RENEE BAKANOFF

## PROFILE

### Senior leader with a bias for impact and a discipline for simplicity.

For more than two decades, I've helped brands like Nike, Coca-Cola, Netflix, and eBay turn ambition into sustained growth. My work lives at the intersection of creativity, brand strategy, marketing leadership, and AI-enabled innovation—where ideas become experiences and brands become movements.

I build intelligent brand ecosystems that scale across screens, continents, and cultures—and the high-performing teams capable of bringing them to life.

The goal: create work that is simple, human, and impossible to ignore.

#### Skills

- ◆ Creative Leadership
- ◆ Strategic Intelligence
- ◆ AI-Architecture

## RELEVANT EXPERIENCE

### VP Creative and Operations at Sur La Table

Feb 2023 – Present

**Campaign Creation Model** - Built evergreen storytelling engine and launched first national integrated campaign: +83% reach, +17% traffic, 9.0x TV iTOi, +5pt brand lift, \$8M revenue.

**Experience Ecosystem** - Redesigned customer experience brand system across digital and retail ecosystems; driving +9.8% cross-channel and +58% store conversion.

**AI Creative Engine** - Built an AI-enabled creative production hub integrated with CRM personalization: +65% creative capacity, +26% opens, +50% segmented CTR.

## VP Brand Mktg and Creative at Redbubble

May 2021 – May 2023

**Brand Platform** - Built a global brand platform; incl. first national integrated brand campaign accelerating awareness +9% within 12 months.

**Media Ecosystem** - Architected full-funnel media mix driving -38% bounce rate and +32% new users.

**Content Innovation Lab** - Launched Fizzy Studios, a pop-culture content lab scaling social production +190% and generating +\$630K TikTok revenue.

## Chief Creative Officer at eBay

Apr 2016 – Apr 2020

**Campaign Ecosystem** - Built and led eBay's largest sales campaign ecosystem, doubling SEO traffic and increasing CTR +22%.

**Global Brand Launch** - Launched "Fill Your Cart with Color," the brand's largest integrated production—scaling multi-city creative and cross-channel content delivery.

**Revenue Builder** - Rearchitected the marketing performance model, increasing campaign ROI +33% while unlocking new advertising revenue streams.

## SVP Executive Creative Director at Publicis

Aug 2013 – Mar 2016

**Innovation Platforms** - Built new agency capabilities across design, technology, strategy, and dynamic content, enabling scalable innovation and growth for global clients.

**New Business Growth** - Transformed the new business engine, winning 87% of competitive RFPs and setting new agency growth records.

**Data-Driven Creative System** - Delivered tech-enabled, data-driven creative platforms for brands including Nike, Coca-Cola, Chick-fil-A, Verizon, and Wells Fargo—expanding engagement and brand impact.

## Group Creative Director at Draft FCB

Dec 2006 – Jul 2013

**CRM Growth Model** - Scaled AT&T's CRM creative platform, delivering 175% program growth within 12 months.

**Personalization Platform** - Built the first data-driven personalized vacation planner for Carnival Cruises, increasing engagement +33%.

**Client Growth Development** - Drove new business expansion through innovation-led client strategy, increasing agency revenue +15%.