

# SEAN GUMM

MARKETING / CREATIVE PRODUCTION

(P) 425.971.4070

(E) seangumm@gmail.com

(W) www.seangumm.com

---

## Profile

**Creative manager, and social media production specialist, with a strong commercial photography and graphic design background**

I work effectively with creative teams to meet high standards and tight deadlines. In my current role, managing Zulily's social media production team, I am responsible for expanding and improving the in-house, digital content created for our various channels.

## Experience

### **ZULILY.COM (2017-Current)**

Manager, Marketing Production: Social Media

I manage a creative team responsible for the execution of Zulily's social media strategy across Facebook, Instagram and Pinterest, with a combined following of 5.1M users. Zulily broadcasts live on Facebook, two to three times daily, to over 4M followers.

In this role, I initiated and executed a creative overhaul of Zulily's live programming that led to a 3x boost in overall customer engagement, over five months, and a 4x increase in website traffic from the improved Facebook Live posts.

I am responsible for reporting on performance to Zulily's senior leadership team (CEO, SVP Marketing, VP Studio). I have implemented new tools and methods for tracking, and analytics, that are now viewed as best practice; and have been adopted by other departments.

### **ZULILY.COM (FEB 2016- SEP 2017)**

Editorial Studio Supervisor // Art Director

Creative leadership role requiring extensive knowledge of photographic and studio techniques. Responsibilities included directing 14+ creatives and hiring and training new photographers. In addition to providing creative consultation and art direction, this role required partnering with creative teams of designers and stylists to create quality digital content.

### **ZULILY.COM (2013-2016)**

Senior Fashion Photographer: Women's On-Model Fashion

Created specialized imagery by leveraging extensive knowledge of photographic equipment capabilities and techniques.

### **SEATTLE MAGAZINE (2011-2013)**

Advertising Specialist / On-Staff Photographer

Editorial and portrait photographer for a 70,000+ reader publication.

## Skills

- Social Media Marketing / KPI and ROI Measurement and Strategy
- Customer Experience Strategy / Brand Development / Art Direction
- Leadership / Team Development / Strategic Creative Hiring
- Commercial Photography / Videography / Live Broadcasting
- Adobe Creative Suite / Tableau / HootSuite / Google Analytics

## Education

Cornish College of the Arts; BFA Graphic Design (2008)