

SARAH ROYER

CREATIVE DIRECTOR / BRAND STRATEGIST

CONTACT

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EDUCATION

Iowa State University
BFA, Interior Architecture Minor in Furniture Design

Vancouver Film School
Diploma, Production Design

University of Washington
UX and Visual Interface Design

SKILLS

Creative Direction
Brand Strategy
Campaign Development
Performance Creative
Video Creative Direction
Agency Direction
Ecommerce Strategy
Omnichannel Campaigns
Retail and DTC Marketing
Paid Social Strategy
CRM and Lifecycle Marketing
Consumer Insights
Go-to-Market Strategy
Product and Category Innovation
AI Workflow Development
Cross-Functional Leadership

TOOLS

Adobe Creative Suite . Figma
Shopify . Klaviyo . Canva
Meta . Google Ads . GA4
Amazon Seller Central . Notion

PROFILE

Seattle-area Creative Director and Brand Strategist who leads the full picture: brand strategy and creative direction. Builds consumer brands that make everyday life a little better, with a natural ability to reposition brands, direct agencies, and scale cross-functional teams.

EXPERIENCE

BedVoyage

Head of Brand and Creative | Woodinville, WA | 2017 to Present

Led brand and creative strategy across Nordstrom, Macy's, Costco, Target, Bed Bath and Beyond, Chewy, and private label partnerships, managing a team of 9 across creative, digital, merchandising, and product development.

- Drove **112% business growth** through integrated brand strategy, product innovation, and omnichannel campaign execution across retail, Amazon, and DTC
- Led end-to-end creative direction for seasonal campaigns, product launches, packaging, photography, and digital storytelling across paid social, email, and ecommerce
- Directed video creative across YouTube, Pinterest, Meta, and TikTok, leading concept, production oversight, and campaign execution
- **Repositioned BedVoyage** from a single-category bedding brand into a multi-category comfort and wellness lifestyle brand, expanding into bath, baby, maternity, lounge, and spa
- Generated **\$3.1M in first-year revenue** through new category development and product launches
- Directed agency partners and internal teams across campaign creative, digital experiences, and brand execution, serving as primary creative lead and client stakeholder
- Expanded market share by **15%** by identifying and entering new customer segments through insight-driven creative strategy
- **Implemented AI-enabled creative workflows** across content, campaign production, and lifecycle marketing, accelerating output while reducing costs

Rocket Farms

Head of Brand and Creative | Half Moon Bay, CA | 2013 to 2017

Led brand, creative, and category strategy across a portfolio of 1,500 SKUs annually for national retail accounts including Trader Joe's, Costco, Safeway, and Starbucks, directing agency partners and internal teams.

- Created the Trader Joe's Basil and Tomatoes program, driving **53% category growth**
- Founded the Plant for Living wellness brand, generating **\$1.7M in revenue**
- Executed private label programs for Safeway and Orchard Supply, contributing to **42% channel growth**
- **Repositioned Rocket Farms** from a plant supplier into a lifestyle gifting brand through seasonal storytelling, packaging systems, and retail brand experiences
- Directed 500+ product launches per year across packaging, merchandising, and retail presentation for national accounts

Platinum Pets

Creative Director | Los Angeles, CA | 2009 to 2013

Led brand, creative, and product strategy for a consumer pet brand, managing a team of 5 and directing agency and licensing partners across retail, digital, and product development.

- Helped scale the company **from 3 to 25 employees** through product innovation, brand strategy, licensing, and national retail expansion
- Negotiated licensing partnerships with **Disney, Warner Bros., and Star Wars**, contributing to 50% sales growth
- Conceived and launched Lost N Found, one of the first app-connected pet identification platforms, helping reunite 560+ pets with their families
- Developed licensed and private label product lines generating **\$1.1M in first-year revenue**
- Expanded distribution across Petco, PetSmart, Target, Costco, Walmart, Amazon, and 100+ national retailers