



Justin Clinger

I am a Merchant. I am a Marketer. I excel as a STORYTELLER.

Miami, Florida

614.893.3898

jclinger@gmail.com

www.justinclinger.com

[Linkedin](#)

*As a **Creative Director**, my passion for what I do comes to life through the Brand DNA.*

*As a **Strategic Partner**, I help identify the brands' essence as only a merchant and marketer can do. In an omni channel world my work translates across all platforms and consumer touch points. My deeply developed expertise has allowed me to help organizations launch new designs, new products and entirely new brands. Experienced in all channels of business, with top tier global brands, I create the thread that seamlessly guides the consumer through your brand.*

Areas of Expertise

Trend Research & Forecasting

Product Development

Merchandising | Assortment Planning

Licensing

Art Direction | Photoshoot

Marketing | Visual Content

Digital Creative

Data Driven Analysis

Ecomm/UX/UI/SEO

Strategic Thought Leader

Critical Thinker

Innovator & Visionary

Boundless Creativity

Technical Skills

Adobe Creative Suite

MS Office Suite | G Suite

Google Analytics | Ads Manager

Magento

Demandware

Shopify

PROFESSIONAL EXPERIENCE

Director - Design, Marketing & Licensing | IT' Sugar | 2017-Present

Founded in 2006 by candy veteran Jeff Rubin, IT' Sugar has recently become the largest specialty candy "retailer" in the world with over 100 locations across the U.S.

- Responsible for the overall Creative Direction of all product design and development, packaging, marketing materials, web sites (itsugar.com, oreo.com, and sourpatchkids.com), and social media.
- Defined the "BRAND DNA" and internal brand guidelines for internal and external consistency.
- Ongoing Collaboration with licensing partners to create cohesive lifestyle assortments planned to deliver 25% of omnichannel sales.
- Conceptualized and brought to life the first ever Sour Patch Kids store, by designing an exclusive assortment and unique customer experience in NYC.
- Presented to Mondelez the concept of bringing to life the world's first OREO Café at American Dream, one of the country's premiere destinations.
- Designed exclusive product assortment delivering Oreo fans a first in kind customer experience.
- Conceptualized and brought to life the Stranger Things confections line for Netflix through product and immersive experiences.
- Designed and developed NERDS apparel, plush, and accessories.
- Oversee all marketing and public relations initiatives; including charity partners.
- Conceptualize, cast, and style all branded photoshoots for use in store, digital and campaign marketing.

Omni-channel Merchandise Manager | Perry Ellis International | 2012-2017

Perry Ellis & Original Penguin

- Owned overall sales, margin, planning, buying, merchandising and marketing objectives to deliver \$30M e-comm revenue.
- Developed top line strategy and assortment plans for all men's and women's apparel and accessories by categories.
- Developed yearly financial plans, merchandise assortments and marketing strategies for ecomm/retail to support annual objectives.
- Responsible for all merchandise planning including Open to Buy, developing MU% analyzing sales to identify opportunities at a style/color/size level.
- Responsible for all retail/ecomm merchandising, including marketing, email creative, photography including model castings and on set direction.
- Designed and developed exclusive product for Cubavera website & retail stores representing 40% of sales.

Global Conceptual Designer | Abercrombie & Fitch | 2009-2012

- Responsible for creating a corporate seasonal “kick off book” and presentation boards identifying seasonal themes and big ideas; present to CEO, Head Designers, Merchants, Planners, Stylists, Sourcing, Visual Merchants, and Technical Designers.
- Continuously identified relevant design/lifestyle trends and interpreted them for the A&F/Hollister brands including: styling & fit direction, fabric development, color forecasting, visual merchandising, and overarching themes.
- Effectively communicated with Merchandising, Design, Sourcing, Technical Design, Planning, and Stylist counterparts to ensure trend information is being implemented effectively.
- Traveled to key global markets and events to conduct on-site research.

Creative Design Manager | Hollister, Ruehl, Abercrombie & Fitch | 1999-2009

- Part of the early-stage Hollister Design team responsible for defining brand identity and strategy.
- Managed a team of +20 designers from Vice President to Assistant Designers.
- Created seasonal mood boards which consisted of key color, pattern, and styling direction for the brand.
- Worked with cross functional partners to ensure critical calendar dates were met.
- Traveled with team members to global markets to identify trend and gather inspiration.
- Built and managed the annual department budget.

EDUCATION

Bachelor of Arts, Organizational Communication | Otterbein College, Ohio

CREDENTIALS

Executive Advisor | The Clinger Family Foundation | 2007- present

Responsible for the selection and granting of funds to charity recipients
Organize Annual Charity Events to raise funds for the Foundation

Founder | Joshtin Threads | 2020

Solely created and socially launched an apparel brand that connects Philanthropy & Community
Hand painted, gender neutral, luxurious favorites...hoodies and tees are just the beginning
www.joshtin.com