

# THERESA PREVI

CREATIVE LEADER & ENTREPRENEUR

## CONTACT

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## PROFILE

Ambassador of omni creative thinking and mindful leader with 26+ years of experience in various areas of design including digital and interaction design, web, social, and ecommerce, video and photo production, brand identity, print, and commercial. Strong record of building and leading startups and high performing creative teams with emphasis on value creation in a learning-based environment.

## EDUCATION

**BFA, Computer Graphics  
Design and Studio Art**  
George Mason University  
1996 - 2000

**INTERACTION DESIGN  
PRACTICUM**  
Cooper U, San Francisco  
2011

## SKILLS

### PROFESSIONAL

Leadership  
Design Thinking  
Organization & Systems  
Planning  
Training & Education  
Analytics & User Testing  
Omni Creative Approach

## WORK EXPERIENCE

### CO-FOUNDER, MARKETING & CREATIVE

**Reefer Madness**, Beacon, NY | 2023 - present

Strategic marketing, creative, and business development pioneering the benefits of artificial intelligence at our core. Ground up operations and growth for early stage startup leveraging an iconic brand for valuable licensing opportunities for partners in the cannabis industry and beyond, including complementary consumer packaged goods (CPG) categories.

### DIRECTOR, DIGITAL CREATIVE & STUDIO

**Newell Brands**, Hoboken, NJ | 2017 - 2023

Built an award-winning creative team to support new ecommerce department supporting 100+ brands for a Fortune 200 company. Worked with executive team to develop digital creative strategy and operations to position company to lead in ecommerce. Responsible for a creative team of 45+ people and a studio team of 15+ producing all digital creative for all brands globally. Trained and nurtured talent and developed strong creative leaders.

- Built 10k sqft. in-house photo/video studio, saving the company over \$14million in external annual agency spend. Trained and staffed.
- Structured and organized an omni channel creative approach (160+ person organization) for the company including training and website materials.

### FOUNDER, CHIEF CREATIVE

**Treemarie LLC**, Brooklyn NY | 1998 - present

Creative and strategic content and consulting for web and mobile. High functioning app development and operation capabilities while partnering with agencies abroad. Mentorship and keynote speaking at trade shows, conferences and summits. Women Owned Small Business (WOSB), MWBE, GSA

- Created profitable parking app for iOS and Android, Parklee, and growth-hacked the business, signing up 700+ driveways in Brooklyn NY in 6 months.
- Speaker for Small Business Administration and Brooklyn Chamber of Commerce, topics included entrepreneurship, branding and startup growth.

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## SKILLS

### TECHNICAL

Adobe Creative Cloud  
HTML / CSS / CMS tools  
Mobile App Development  
Microsoft Suite  
Google Apps  
Various User Testing platforms

## INTERESTS

Glass Blowing & Mosaics  
Art & Music & Culture  
Hiking & Nature  
Green Living  
Real estate  
Mindfulness  
Yoga

### CO FOUNDER & COO

**AbilityList.org**, Brooklyn NY | 2014 - 2022

Created first-to-market technology platform that connects people with disabilities to each other and to resources they need, while establishing systems and processes for the organization. Head of business strategy and growth, fundraising efforts, and all hiring decisions. Secured 501(c)3 registering official nonprofit institution status.

### VP CREATIVE SERVICES

**Xcel Agency**, San Francisco CA | 2012 - 2016

Managed team and creative deliverables of all UX and Design for partner agency. Clients included: Adobe, Stanford University, PBS, Plantronics, Tripit, Twitter, Yola, Avalara.

### DIRECTOR, UX & CREATIVE

**BuyWithMe / Gilt Groupe**, New York City | 2010 - 2012

Early growth e-commerce tech startup, helped to build the product organization from scratch to 60+ people in an agile development environment. Defined product strategy and helped define a niche for the organization in the daily deal space as part of the executive leadership team. Implemented testing methodology to increase conversion. Transitioned product organization post acquisition.

### FOUNDING PARTNER/OWNER

**Opendoor**, Long Island City | 2009 - 2015

Craft Beer & American Tapas Restaurant. Developed concept and constructed the space. Created and managed branding, marketing, and physical design including wall art and installations, light fixtures, and booth design.

### SR WEB DESIGNER

**Travelocity**, New York City | 2006 - 2010

Led UI/UX on key design initiatives to deliver best in industry online travel booking experiences. Contributed to several innovation projects and creatively led partner and affiliate promotions, working cross-functionally with merchandising and marketing teams in an agile environment. Mentored junior designers and managed production team.

## ADDITIONAL RELEVANT EXPERIENCE

### ART DIRECTOR

Transmedia Corp, New York City | 2005 - 2006

### MULTIMEDIA INSTRUCTOR

Anthem Education Group, Washington DC | 2003 - 2005

### ART DIRECTOR

IKM Productions, Fairfax VA | 2001 - 2003

### GRAPHIC & WEB DESIGNER

Express Visa Service Washington DC | 1999 - 2001