

DOUGLAS HUFFMYER

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A creative executive with over 17 years of diverse experience building top ranking luxury and designer brands in the cosmetic and fragrance industry. Powerful conceptual skills combining creative passion with unique strategic expertise. Advanced leadership abilities for building motivated teams to allow inspired creativity; a results oriented individual combining strong problem solving skills, with a track record of improving work efficiency and business profits.

LANCÔME, L'ORÉAL USA

Vice President/Creative Director
2004 – 2007

Development and implementation of creative and identity strategies to present a strong brand image in the US marketplace. Create US specific initiatives, from advertising to in-store. Responsible for merchandising, primary and secondary packaging, special events, press initiatives, promotions, e-commerce and National Sales Meetings. Proven ability to work across all levels of business from L'Oréal Corporate Senior Management to store visual personnel. Managed budgets of \$5MM+.

- direct reports include Creative, Creative Operations, Copy, Design Studio and Comp Studio, in-house staff of 32
- set guidelines enforcing brand identity at all levels – retail, product design, P.O.P, and corporate communications
- maintain communication with the Global Brand, developing US specific and Global programs
- liaison with Ad Agencies and Global Brand; produce US specific advertising
- saved \$1MM on 2006 budget while increasing workload over 50% by implementing new policies and procedures
- designed new Specialty Store merchandising launching Fall 2007, creating a more prestigious presentation
- design and develop promotional texture items, including Gift Sets, Containers, GWPs, and PWPs

DESIGNER FRAGRANCES DIVISION, L'ORÉAL USA

Vice President/Creative Director
1996 – 2004

Developed all creative for Giorgio Armani, Lanvin, Paloma Picasso and Cacharel brands. Launched Giorgio Armani Cosmetics in the US, establishing the position and brand image. Created guidelines to protect image of all brands. Responsibilities included advertising, counter designs and installations, packaging, launch materials, press and special events, promotions, merchandising, scented materials and National Sales Meetings.

- worked directly with designers and their creative teams, including Giorgio Armani, Paloma Picasso and Suzanne Clements and Ignacio Ribeiro
- designed the launch and growth of Acqua di Gio for men in the US marketplace, now the #1 Men's fragrance worldwide

THE I-WAY COMPANY

Executive Director, Creative Services
1995

Developed net-based marketing concepts for advertorial and retail clients. Oversaw creation of concepts, structures, function and production of web sites and CD-ROMs. Clients included Air France, Coopers & Lybrand, Airwalk Shoes, Food and Wine from France and Toshiba Consumer Electronics.

CALVIN KLEIN COSMETICS CORPORATION

Director, Creative Services
1989 – 1995

Directed worldwide design and production including all advertising, packaging, retail displays and installations. Created quality standards and guidelines for protection and consistency of the Calvin Klein image in the global marketplace. Produced and designed global events to promote the launch of CKCC into new markets. Worked directly with Calvin Klein and the design staff of CKI. Major brand building success including Eternity for men and ck one.

EDUCATION

Oberlin College, B.M.