

WHITNEY MCMAHAN

SR. BRAND MANAGER · BRAND STRATEGY & CREATIVE DEVELOPMENT · REMOTE

229.854.7234 | whitney.a.mcmahan@gmail.com | linkedin.com/in/whitneymcmahan

SUMMARY

Senior Brand Manager with 10+ years owning brand strategy, creative development, and agency leadership across entertainment, retail, and digital media. Day to day, I sit at the center of the brand: setting positioning and messaging, briefing and directing internal design teams and external agencies as the final creative decision-maker, and managing the budgets, timelines, and cross-functional relationships that turn strategy into shipped campaigns.

PROFESSIONAL EXPERIENCE

Sr. Brand Manager, Sky Zone — Remote Jan 2024 – Present

- Own brand strategy and positioning for Sky Zone and its sub-brands — conduct market and consumer research, define the brand's value proposition, and translate company objectives into brand pyramids, visual identity systems, and guidelines used company-wide; led 2 full brand refreshes, most recently in partnership with Mother Design Agency.
- Serve as final creative decision-maker across an internal graphic design team and up to 6 external agencies simultaneously — run day-to-day briefing, review, and approval cycles, and am the go-to point of contact for agency partners developing campaign creative.
- Lead go-to-market strategy and creative development for new business lines end-to-end, including naming, positioning, and rollout — most recently Cloudbound, a new sub-brand built for early childhood audiences.
- Plan and execute integrated tentpole marketing campaigns (CTV, paid social, email, in-park creative) from creative brief through in-market performance review; most recent Holiday campaign exceeded a \$10M stretch sales goal against a \$3M target.
- Manage creative production budget and agency spend, tracking cost efficiency and reporting to marketing leadership; monitor consumer feedback and market trends to continually adjust brand strategy.
- Built the team's creative operations infrastructure from scratch — Asana workflows, Ziflow review cycles, briefing templates, and a shared asset library — to keep brand representation consistent across every agency and touchpoint.

Brand Manager, The Michaels Companies — Irving, TX (Hybrid) May 2021 – Oct 2023

- Co-led brand strategy and repositioning for a 50-year-old organization, developing a new tagline, design system, and audience segmentation in partnership with executive stakeholders — resulting in a +15% brand sentiment lift.
- Owned seasonal creative planning and agency briefing for 8+ omnichannel campaigns a year, directing agency partners from initial concept through production and final delivery.
- Led on-set production for commercial shoots budgeted at \$750K–\$1M, managing crews, talent, and vendors from pre-production through final asset delivery.
- Partnered with UX and PR teams to align campaign creative with landing page and homepage optimization and earned-media strategy — contributing to a 26% conversion lift and 4.8M+ media impressions.

Promotions Manager, WTVM News Leader 9 — Columbus, GA (Hybrid) Jan 2014 – Apr 2021

- Directed brand and content strategy across 6 TV channels, 10 social accounts, 3 OTT apps, and 3 websites, setting and enforcing visual and voice guidelines across every touchpoint.
- Built and launched a lifestyle sub-brand from concept through go-to-market, while managing day-to-day affiliate partnerships and cross-promotion with ABC, FOX, and CBS.

SKILLS

Brand Strategy & Positioning	Agency & Design Team Leadership	Cross-Functional Collaboration
Market & Consumer Research	Creative Operations	Budget Management
Integrated Campaign Planning	Go-to-Market Execution	Messaging Architecture
Remote-First Leadership	Consumer Engagement Strategy	Creative Innovation (incl. AI tools)

CERTIFICATIONS

Meta Digital Marketing Associate · Google Analytics · Google Ads Measurement · HubSpot Content Marketing · Canva Certified · Asana Certified · Power BI (In Progress)

EDUCATION

Columbus Technical College, Associate of Science, General Studies — 2019