

MATHURA HAWLEY

MATHURACREATIVE.COM | 646.276.6820 | MATHURAHAWLEY@GMAIL.COM

**I am a storyteller who understands the business of creative and who grows
and inspires brands and teams with passion and kindness.**

CONSULTANT

CREATIVE BRAND STRATEGY • DIGITAL CONTENT CREATION • COPYWRITER
EXECUTIVE CREATIVE DIRECTOR/SHOOT PRODUCTION

FEBRUARY 2020 - CURRENT

- Build the brand story or creative strategy for your existing company or establish the voice of your new brand
- Write copy or concepts for your brand or product messaging • Manage digital content shoots, creative teams or projects that need to be on-brand and on-budget • Create ideas that help you achieve your brand goals.

HANNA ANDERSSON

VICE PRESIDENT, BRAND MARKETING

FEBRUARY 2018 - 2020

- Drive brand storytelling through digital marketing, print and social media creative • Oversee all digital creative, including social and DTC • Lead rebranding of the 35-year-old Hanna Brand by connecting its heritage to the needs and stories of its customers, creating a new social voice for all engagement • Reorganize the creative team and redefine each role to fit a digital model
- Build an in-house studio to streamline and evolve photography and video assets into real-time • Evolve outdated catalog process to a digital-first storytelling structure where catalogs become UGC and customer-focused product mailers drive directly to e-commerce and retail • Create rich e-commerce storytelling with extensive product detail and features • Create the first video content for products including licensed for e-commerce, paid and organic social • Partner with Amazon to create the assets and copy for their first 1P/3P collaborations.

NAUTICA

VF CORPORATION

SENIOR CREATIVE DIRECTOR, GLOBAL AGENCY

2010 - 2017

- Establish first In-House Global Agency for Nautica • Partner with Senior Management and Strategy/Consumer Insights Team to evolve brand DNA • Creative Lead on 2016 Brand Repositioning, resulting in the opening of the Nautica SOHO Flagship Store and innovative partnerships in wholesale channels • Develop creative partnership with musician Lil Yachty for digital markets. • Create Nautica Ocean2Ocean digital brand storytelling, including the production, direction and execution of 35 digital documentaries of real people, places, and product • Oversee all creative for Nautica Mens/Womens Sportswear and Denim, Nautica Kids, Footwear, Watches, Accessories and Licensed Product, and Special Projects • Concept, write and direct global commercials and digital video • Oversee e-commerce creative teams • Concept and execute all global print and digital content and POS campaigns • Build social media creative content, brand development concepts and exploration

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HAWLEY / COHEN CREATIVE

CREATIVE DIRECTOR / WRITER / BRAND CONSULTANT

2006 - 2010

SHINOLA POLO BIG PONY FRAGRANCE VH-1

IRIS NY AMERICAN LIVING for JCPENNEY

AMERICAN EAGLE OUTFITTERS BRAHMIN LEATHERWORKS

WHITE HOUSE / BLACK MARKET PEPE JEANS LONDON

CCA GLOBAL

THE CHILDREN'S PLACE

CREATIVE DIRECTOR

2004 - 2005

- Concept and execute national print and tv campaigns • Originate branding development group
- Direct all in-store marketing/signage/collateral/video • Oversee all window marketing
- Direct seasonal magalog and mailings • Concept and direct all campaigns • Concept seasonal themes
 - Direct all copy • Oversee design and copywriting teams

GAP, INC

SENIOR DIRECTOR OF CREATIVE

2000 - 2001

- Creative Director of Gap Brands, Gap Kids, BabyGap • Create and execute all print advertising
- Oversee all photography shoots (NY/LA/SF) • Concept and oversee Martha Stewart BabyGap Issue
 - Execute select TV advertising Gap/Kids/Baby • Consult on Gap Body
 - Oversee creative/design staff

RALPH LAUREN

CARLSON & PARTNERS AGENCY

SENIOR ART DIRECTOR, COPYWRITER

1989 - 1999

- Sr. Art Director on Polo Jeans Co; Polo/RL Underwear; Polo Golf; Polo Boys; Polo Girls; Chaps Sportswear & Suits • Execute concepts to casting to film editing to layout and presentation
- Select models, photographers and direct all photo shoots • Write and Direct TV commercials, radio commercials and cinema promotions for Polo Boys/Nickelodeon and Polo Jeans Co • Generate concepts and oversee editing of RL Fragrances commercials • Concept new products • Copywriting for RL Fragrances/Skin Care
 - Write advertising copy for RL and RL Home • Present creative weekly to Mr. Lauren

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Mathura Hawley is a storyteller who understands the business of creative and who grows and inspires brands and teams with passion and kindness. He leads and collaborates to bring great brand stories to life through creative direction, copywriting and digital and commercial direction. He believes that everyone should have a great time while working hard to make that happen.

Mathura spent his first decade in the industry as an art director and copywriter creating aspirational advertising for Polo Ralph Lauren. Later, he returned to Ralph Lauren to collaborate on the creation and launch of American Living for JCPenney, from which five separate commercials aired during the 2008 Academy Awards.

As in-house creative director for The GAP and The Children's Place, Mathura focused on brand images for diverse markets. He initiated the first internal branding team for The Children's Place. He has contributed advertising direction for American Eagle Outfitters, and the Carpet One Liz Claiborne flooring launch. His previous clients include Shinola Detroit, Polo/L'Oreal Fragrances, Pepe Jeans London, Brahmin, White House/Black Market, IRIS NY, and VH-1. His art directed advertising has appeared in the New York Times Magazine, GQ, Vanity Fair, Vogue, Men's Journal, Real Simple, Oprah, Sports Illustrated, Esquire and many other global publications.

He was most recently Vice President, Brand Marketing at Hanna Andersson, where he revamped the creative team into a digital agency model and built a new brand creative strategy. He established the creative and copy for the first Hanna/Amazon 1p and 3P shops. For almost a decade, he led Nautica as Senior Creative Director, Global Agency, where in addition to the concept and execution of all global advertising, he worked closely with VF Strategy and Consumer Insights. Mathura was the creative lead on the Nautica brand repositioning, resulting in the opening of their SOHO flagship store. Mathura created over 30 mini-documentaries for the digital/social campaign: NauticaOcean2Ocean, which features stories of real people who embody the spirit of the Nautica brand.

Mathura led the creation of the Kipling US holiday 2016 campaign with celebrity Olivia Culpo, resulting in a digital and social media campaign and their first-ever spreads in In-Style and other major publications.

One of his favorite and most personal projects was to create the copy and voice for the launch of Shinola Pet products, originated by Bruce Weber and made by hand by local people of need in Detroit, Michigan.

Mathura has been fortunate to work with many great talents, such as photographers Bruce Weber, Steven Meisel, Pamela Hanson and Irving Penn and directors Weber, Mike Mills, and Jonathan Dayton/Valerie Faris...just to name a few.

Mathura helped to develop the first diversity committee for VF Corporation, establishing a LGBTQ Taskforce for Nautica/Kipling. He has been a lifelong supporter of LGBTQ rights, GMHC, Green Chimneys, and recently served on the charity board for Dove Lewis Animal Hospital in Portland.

Mathura grew up in the Catskill Mountains of Upstate NY, and has lived in Brooklyn, Miami and San Francisco. He is currently based in Portland, where he publishes a writing blog and is developing a LGBTQ generational podcast with his partner, Jonah. Their boxer, Luke, takes up most of the bed.

EDUCATION

BA, COMMUNICATIONS, State University of NY at Binghamton
Courses TV Production / Filmmaking NYU / School of Visual Arts NYC

Linkedin: www.linkedin.com/in/mathurahawley