

# JACQUELINE

# LUCHSINGER



AS A BRAND AND CREATIVE STRATEGIST, JACQUELINE HAS A **DEEP APPRECIATION AND LOVE FOR CREATIVITY**. HER PASSION LIES IN COLLABORATING WITH SOME OF THE MOST CREATIVE MINDS IN THE **FASHION, LUXURY AND ENTERTAINMENT** INDUSTRIES, SERVING AS BOTH A STRATEGY ARM AND A THOUGHT PARTNER TO CREATE TRULY EXCEPTIONAL WORK BOTH DIGITALLY AND IRL.

AS AN **INNOVATOR WITH EXTENSIVE IN-HOUSE AGENCY EXPERIENCE**, HER TENURE AT CALVIN KLEIN LED TO INNOVATION IN PRODUCT AND CULTURE, STRATEGIC CLIENT PARTNERSHIPS, AND PIONEERING BRAND COLLABORATIONS (HERON PRESTON, KITH, PALACE SKATEBOARDS, WILLY CHAVARRIA, THE ANDY WARHOL FOUNDATION).

EMBRACING A **STARTUP MINDSET AT GLOBAL BRANDS**, JACQUELINE HAS **REPOSITIONED HIGH-PROFILE CELEBRITY BRANDS** WITH STRATEGIC FINESSE AND LONG-TERM VISION. HER ENTREPRENEURIAL DRIVE ALSO INSPIRED THE **LAUNCH OF HER OWN BRAND**, GROOVY CHEECH, A PET AND HUMAN LIFESTYLE BRAND THAT CHAMPIONS ENVIRONMENTAL KINDNESS AND SUPPORTS GROOVY CAUSES.

A RECENT PARTICIPANT IN THE ONE CLUB FOR CREATIVITY'S ONE CREATOR LAB PROGRAM (TIKTOK FOUNDING PARTNER), JACQUELINE HAS HONED HER SKILLS IN SOCIAL STRATEGY AND CONTENT CREATION, ENHANCING HER ABILITY TO **ADAPT STRATEGIES AT THE SPEED OF CULTURE**.

## WORK EXPERIENCE

### GROOVY CHEECH

Founder → 2024 - PRESENT

### CERVATRANQUILLA, FREELANCE CONSULTING

Brand and Creative Strategy Director → 2022 - PRESENT

### DESIGNER BRANDS INC

Senior Strategist, Brand Marketing → 2022 - 2024

Senior Strategist, Go-To-Market → 2022 - 2022

### CALVIN KLEIN

Senior Product Manager | New Product Ventures & Collaborations (In-House Agency) → 2021 - 2022

Special Projects Lead | CK Innovation Lab (In-House Agency) → 2020 - 2021

Product Strategy Lead, Speed-to-Market | Advanced Concepts (In-House Agency) → 2018 - 2020

Account Executive (Account Manager) → 2015 - 2018

Jr. Account Executive → 2014 - 2015

#### ADDRESS

NEW YORK, NY

#### WEBSITE

JACQUELINELUCHSINGER.COM

#### WORK

PW: CHEECH

## EDUCATION

### THE ONE CLUB FOR CREATIVITY

The ONE Creator Lab → 2024

### UNIVERSITY OF HARTFORD

B.A. Sociology, Summa Cum Laude → 2013

## SKILLS

- STRATEGY
- PARTNERSHIPS
- BRAND MARKETING
- SOCIAL MEDIA
- DATA ANALYSIS
- CULTURAL INSIGHTS
- PRODUCT DEVELOPMENT
- PROJECT MANAGEMENT
- CHANGE MANAGEMENT
- BUSINESS DEVELOPMENT
- AGILITY

## LANGUAGES

English ●●●●●

Italian ●●○○○