

SENICA WALKER

Creative Director | Digital Brand Strategist

Creativity and strategy are at the core of everything I do. As a versatile and collaborative leader, I bring a balanced focus on both user needs and business goals. I specialize in elevating visual experiences and crafting dynamic, data-driven solutions that drive measurable growth.



Contact

Pleasant Grove, UT

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[LinkedIn](#)

[Portfolio](#)

Experience

Loupe

Highland, UT

B2B SaaS platform providing a market network for vendor-retailer collaboration

User Success & Marketing Strategist

Apr 2025 - Aug 2025 (Laid off – company-wide reduction)

- Manage strategic client relationships, onboarding, and engagement across feature launches
- Lead email campaigns, onboarding content, and visual/written assets to support product adoption
- Translate user insights into actionable product feedback and messaging strategies
- Research and implement AI tools to streamline workflows and automate engagement
- Collaborate cross-functionally with Product, Sales, and BI teams to align customer voice with growth initiatives

Tiny Blessings

Vineyard, UT

Luxury jewelry brand specializing in custom children's designs, catering to a high-end clientele

Ecommerce & Creative Director

Apr 2023 - Apr 2025

- Directed web development, digital marketing, product strategy, and brand creative, fostering cross-functional collaboration
- Developed sophisticated seasonal campaigns, elevating the brand's luxury positioning and generating \$200K in Q3 profits and achieving a 30% YoY growth in Q4
- Analyzed sales data, market trends, and user metrics to set KPIs and optimize performance
- Opened new marketplace channels (Bloomingdale's, Macy's), contributing +20% revenue growth
- Sourced and collaborated with PPC partners, increasing Google Ads conversion value by 25% over a 6-month period
- Built and mentored a high-performing team to ensure excellence and foster a positive work culture

Industry Expertise

Luxury Branding

Elevate luxury brands with refined design and impactful marketing

Ecommerce Strategy

Drive growth through seamless UX and creative digital campaigns

Team Leadership

Lead cross-functional teams to execute innovative product strategies

Core Skills

Ecommerce Operations

Brand Strategy

Creative Direction

Digital Marketing

Ecommerce Merchandising

Product Development & Management

Visual Design

Cross-Functional Collaboration

Product & Brand Manager

Jan 2021 - Apr 2023

- Led product development and brand strategy to align with market trends
- Drove product development from concept to launch across 100+ SKUs in 12 months, expanding the product offering by 25%
- Grew key product sales 15% through positioning, pricing, and market research

Website Content Manager

May 2017 - Jan 2021

- Oversaw major CMS updates and migrations, UX enhancements, and content strategy for 1,500+ products
- Managed end-to-end digital projects, applying Agile methodologies to ensure timely and successful completion
- Created and maintained website content to ensure brand consistency and accuracy

Fulfillment Manager

Oct 2016 - May 2017

- Oversaw daily order fulfillment, ensuring timely and accurate shipping while maintaining high-end standards for both product and packaging
- Streamlined packing and shipping processes, improving operational efficiency by 30%

Lead Jewelry Technician

Jun 2015 - Oct 2016

- Crafted custom luxury jewelry and handled repairs and restorations
- Trained new team members, fostering a positive work environment

Projects & Volunteer Work

Landscape Design & Consulting

Apr 2022 - Present

Design and consult on residential landscaping projects

Note: This is a side passion, pursued in my own time, ensuring full commitment to my career

Dog Foster Volunteer

Utah Animal Advocacy Foundation

Jan 2024 - Present

Support local shelters by fostering dogs awaiting adoption

Rebrand & Website Redesign

Utah Animal Advocacy Foundation

July 2025 - Present

Rebrand and website redesign for local animal rescue to drive traffic and improve UX

Technical Skills

Adobe Commerce

Shopify

Hubspot

Pendo

Google Analytics

Adobe Photoshop

AutoCAD

Slack

Asana

Soft Skills

Highly Creative

Results-Driven

Curious

Strategic

Adaptive

Kind, Collaborative

Leadership Style

Education

Utah State University

Logan, UT

May 2022

BS Residential Landscape
Design and Construction

Whatcom Community College

Bellingham, WA

Aug 2012

Associate of Arts & Science

Google

Coursera

Expected Aug 2025

Google Digital Marketing &
E-commerce Certificate