

CREATIVE DIRECTION & BRAND STRATEGY

AIMEE BABCOCK

Right and Left-Brained Creative Director | Brand Strategist | Award-Winning Visual Storyteller | Coach-Player | Team-First Leader
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I'm a strategic creative leader focused on building brands that drive measurable growth and meaningful market distinction. I don't believe in creativity for creativity's sake. I believe in creativity that works – creativity rooted in business objectives, guided by insight, and executed with precision. Every integrated campaign, brand platform, and visual system I develop starts with one question: Why? Because when the “why” is clear, the “what” and “how” align with purpose.

PROFESSIONAL EXPERIENCE

Perform Properties, a Blackstone Portfolio Company

- Director of Brand and Creative September 2024 – September 2026
- Spearheaded an enterprise-wide brand strategy and visual identity, transforming a newly established brand into a credible, differentiated presence within the competitive CRE landscape; led the strategic rollout across internal teams, industry peers, leasing brokers, third-party vendors, and creative partners through internal training, integrated communications, a functionally-dynamic website launch, social media tsunami, employee activations, and the development and deployment of 4,000+ brand assets across multiple channels
 - A strong advocate for innovation, I actively leveraged emerging generative AI tools for enhanced ideation, streamlined production workflows, and continuous learning across the creative function, building and launching official brand kits in Claude and Copilot to allow for autonomous execution of cohesive brand assets
 - Directed campaign design and asset execution for 136 property marketing events, supporting community engagement, place making, tenant experiences, sustainability initiatives, and destination marketing
 - Delivered 1,500+ creative deliverables in Q1/Q2 2026 alone, managing a high-volume creative operation translating business objectives into cohesive visual communications across multiple audiences, channels, and property portfolios; targeting 3,000+ assets by the end of 2026
 - Cultivated and led high-performing creative organizations through a people-first leadership approach, fostering trust, accountability, mentorship, and continuous development that resulted in 100% team retention; established a reputation as a trusted, solution-oriented strategic partner while developing industry talent and future creative leaders through professional mentorship and student internship programs

ShopCore Properties, a Blackstone Portfolio Company

- Director of Brand and Creative February 2021 – September 2024
Creative Design and Brand Manager February 2019 – September 2024

Sears Holdings Corporation

- Creative Director, Integrated Member Experience Dec 2013 – Dec 2015
Creative Director, Strategic Initiatives & Innovation Dec 2013 – Dec 2015
Creative Director, Kmart In-Store Experience Aug 2012 – Dec 2013
Art Director, Kmart In-Store Experience Oct 2010 – Aug 2012

Gladstone Builders & Developers

- Marketing Manager, Senior Designer Jul 2006 – Oct 2010

Red Bridge Graphic Design

- Owner, Principal Designer Sep 1996 – Jul 2006

CORE STRENGTHS

- Creative Direction
- Brand Strategy Development
- Team Leadership and Mentoring
- Integrated Marketing Strategy
- Social Media and Digital Design
- Corporate Collateral
- Exhibit and Trade Show Design
- Experiential Event Production
- Signage and Wayfinding
- Budget Development

TECHNICAL SKILLS

- Adobe Creative Suite | Expert
- Microsoft Office 365 | Expert
- Figma | Continuous Learning
- Canva | Certification Pending
- Generative AI: Intermediate Level
- AI Brand Kit Development
- Asana | JIRA | Adobe Workfront
- RFP Development
- Contract Negotiations

CERTIFICATIONS

- Claude Anthropic Academy, 2026
- LinkedIn: Ethics of AI, 2026
- Microsoft Copilot, 2026
- Generative AI Career Essentials, 2026

HONORS & AWARDS

- 3-Time MAXI Award Winner | ICSC
- Paul T. Sargent Outstanding Visual Artist Award

VOLUNTEERISM

- CoreGiving.org, 2019-Present
- ICSC Foundation Mentor, 2026-Present

EDUCATION

- Eastern Illinois University
BA, Graphic Design | Minor: Marketing

PROJECT EXAMPLES & KEY ACHIEVEMENTS

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KEY ACHIEVEMENTS

Brand Development and Industry Positioning | ShopCore Properties, LivCor, Perform Properties

- Spearheaded creative strategy and brand transformation for three Blackstone portfolio company rebrands, positioning each organization with a distinctive, credible identity in established, highly competitive industries
- Architected and executed comprehensive visual systems spanning 5,000+ individual creative assets, accelerating brand awareness and establishing cohesive visual presence across digital, print, social, signage, environmental, community events, and marketing channels
- Built and scaled brand frameworks that unified creative execution across websites, industry trade show environments, B2B and B2C marketing campaigns, and all customer touchpoints, translating strategic positioning into compelling and consistent brand experiences, strengthening recognition, establishing trust, and defining brand differentiation, and measurable market presence
- Pioneered AI-enabled brand governance by developing and publishing brand kits in Microsoft Copilot and Claude, extending visual identity, creative standards, and brand consistency into autonomous AI workflows

National Signage Program Development and Deployment | ShopCore Properties, Perform Properties

- Spearheaded a national leasing signage program, implementing a visually-branded signage strategy, online ordering portal, training schedules, and standardized installation processes that increased operational efficiency and streamlined both signage procurement and fulfillment for our internal leasing and property management teams and third-party partners with an overall cost savings of 35% YOY
- Led a competitive RFP involving six national signage companies, overseeing vendor selection and comparative pricing models, ensuring the most cost-effective and customer-focused partner was identified, and resulting in 100% company-wide adoption.

Creative Team Leadership, Mentoring, and Retention

- Cultivated, led, and fostered an environment of growth for high-performing creative teams, fostering a collaborative culture that achieved 100% team retention (Perform Properties, ShopCore Properties, Sears Holding Corporation)
- Developed and implemented Amplify, a structured mentorship program designed to strengthen professional development and create meaningful growth opportunities across the organization
- Continued investment in the next generation of industry talent through volunteer mentorship with ICSC's Foundational Mentorship Program, providing guidance, perspective, and career development support to emerging retail real estate professionals

Adam Levine Exclusive Brand Launch, Men's & Juniors' Apparel, Store Experience Concept & Signage Design – Kmart

Nicki Minaj Exclusive Brand Launch, Women's Apparel, Store Experience Concept and Signage Design – Kmart

Client: Shop Your Way® Brands, NY and Star Branding (Tommy Hilfiger, Andy Hilfiger)

- Creative Direction and design strategy development for these high-profile, collaborative, conceptual efforts involving the SHC Integrated Retail Interior Design team, celebrity fashion designers, fixture designers, construction, print procurement, photo studios, talent representation, and the Shop Your Way® exclusive brands, resulting in the delivery of a dynamic customer experience for the exclusive launch of the Adam Levine and Nicki Minaj apparel brands for Kmart, each launching in 500 stores nationwide
- Shop experiences included interactive Augmented Reality (AR) triggers on all signage, in-store digital and social engagement mechanisms, video, and Italian-inspired, multi-departmental visual merchandising; these brands tracked well ahead of internal performance goals and increased store traffic by over 22% annually for the duration of the programs