

ARDEN REECE

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PROFESSIONAL PROFILE

Creative strategist and spiritual branding expert with 15+ years in content development, email marketing, and digital storytelling. Blends intuitive insight with advanced design skills in Adobe Creative Suite, HTML/CSS, and email platform strategy to create high-converting campaigns. Known for translating soulful messaging into compelling visuals and copy that elevate brand presence and customer connection.

CORE SKILLS

Email & Landing Page Design • Adobe Creative Suite (InDesign, Photoshop, Illustrator) • HTML/CSS • Brand Messaging • WordPress & Web Design • Email Marketing Campaigns • Color Psychology & Visual Systems

PROFESSIONAL EXPERIENCE

Founder & Creative Director | ArdenReece.com | 2012–2024

- Developed brand identities, websites, marcom, and color systems for personal brands and conscious businesses.
- Designed email and social media campaigns integrating soulful messaging with marketing strategy.
- Delivered intuitive content strategy for programs, courses, and public presentations with up to 5,000 attendees.
- Created and managed color catalogues and style libraries using Munsell Notation, Pantone, and Adobe Creative Suite.

Founder, Chief Stylist & Designer | Wardrobe911 | 2005–2012

- Led development of the first online training platform for personal stylists.
- Created digital products, color tools, and online programs used worldwide.
- Directed all content creation and design across email, blog, and marketing campaigns.

Digital Marketing Director | Visa, Wells Fargo, Intuit | 2001–2005

- Spearheaded integrated marketing campaigns for national financial brands.
- Led content strategy and design for product launches and loyalty programs.
- Oversaw development of branded landing pages and drip email sequences.

EDUCATION & CERTIFICATIONS

SAN FRANCISCO STATE UNIVERSITY | [Bachelor of International Business, Marketing](#)

MARTHA BECK, INT'L | [Wayfinder Life Coach Certification](#), 211-hour ICF Level, Dec. 2024

HAPPINESS STUDIES ACADEMY | Certificate in Happiness Studies, 2025

INTL ASSOCIATION OF COLOR CONSULTANTS (IACC) | Color Seminars (96 hours)