

About Me

Creative Character. Storyteller. Relationship Builder.

Durriya brings a unique style of design that reflects a passion for typography, modern art, color, texture, architecture and the latest trends in design and technology. A neatnik with a keen eye for detail, connecting the dots between form and function, delivering customer experiences in its simplest form. Creating emotional connections with a narrative to differentiate, and consumer experiences that deliver on the brand promise. Applying two decades of versatile retail & entertainment experience, focusing on highlighting loyalty & customer value while delivering on the business objective.

Seeing the glass half full, it's not easy to get her worked up over things. Thriving in fast paced environments, building relationships at all levels, ensuring cross-functional communication and alignment of priority business objectives to move as a united front. Delivering a clear vision with a rational POV that breeds confidence, with humility and empathy. Comfortable supporting an anomaly - willing to bend backwards for the team and clients alike, but never at the expense of ethical principles and values.

ZIYAAN DESIGN | Luxury Lifestyle Design & Staging

Design Consultant for properties listed for luxury Airbnb rentals. Management and marketing of available Airbnb properties. Providing Staging and design expertise for homes listed for sale to make properties stand out. Design consultant for residential design and new home development. Consult clients with new builds, remodeling and design services with mood boards, layout, and product selection within their budget for: bathrooms, kitchen, office, bedrooms and living areas. Additional expertise in lounge/ bar design and indoor/outdoor design for hosting small and large events.

OFFICEMAX | Positioning to Differentiate with Blue Ocean Strategy

Durriya is a transformation leader with 20+ years of expertise, building marketing strategy, developing branding, positioning, creative development, and team leadership. Her most meaningful accomplishments are the lifelong friends and connections along with the opportunity to build a culture of diversity and respect, where people embraced the OfficeMax brand values of being Passionate, Innovative and Fun.

- *Helped launch Elfyourself and Power to the Penny, and other differentiated campaigns to gain customer attention.*
- *Repositioned the company with a focus on women and small business with a launch of 10 Premium Products increasing the margins by 15%.*
- *Led the launch of OfficeMax Business Solutions, stores focused on small businesses with a dedicated rep and special discounts. Launch of OfficeMax Services Center. OfficeMax B2B Workplace Sales Portal, delivering consistent and customizable branded sales materials in minutes.*
- *Design & development of 10, 1000+ page B2B catalogs. Rebranded loyalty program and created to narrative to show the customer value.*
- *Led efforts for store design across 900+ stores and seven different layouts through seasonal and permanent brand visuals and campaigns.*
- *Launched the OfficeMax store within a store concept through partnership with the store innovations team.*
- *Major contributor in successfully transforming the brand through the blue ocean strategy, eventually setting the company up for acquisition.*
- *Promoted four times in 9.5 years.*

REDBOX | Reframing the Customer Perception | Optimizing for Efficiency

At Redbox, reporting to the CMO, she was challenged to refresh and reposition the 15-year-old disc rental brand to stay relevant as the industry was shifting towards subscription video on demand. Redbox was a unique experience because while a small company it was set up like a big one but operated with an adaptive approach across the board. Redbox provided their leadership teams, training with an opportunity to learn and adapt Carol Dwek's theory of growth mindset.

- *Test & Learn Strategies: Tried and tested traditional marketing tactics like TV commercials, radio ads, sports partnerships, and partnerships with retailers like Door Dash to try "Dinner and a Movie" offers.*
- *Developed & tested partnerships with STARZ and HBO to retain customers interested in a digital product. The test eventually provided the needed evidence for Redbox to launch its own digital product.*
- *Branded and launched three new OTT digital products, TVOD, AVOD and Free Live TV, making Redbox the sole provider with an ecosystem with enterprise offering of physical disc rental, TVOD, AVOD & FAST Free Live TV channels including news, sports, and a huge selection of movies and TV shows.*
- *Branded and led launch efforts for Redbox's first mobile app for IOS and Android.*
- *The expanded offering of Redbox allowed the company for an IPO in 2020 and eventually set the company for acquisition by CSSE in 2021.*

CSSE. REDBOX | CRACKLE | SCREEN MEDIA | HALCYON STUDIOS | Solving for a House of Brands

Currently at CSSE with an expanded responsibility, leading Brand, Digital Marketing Strategy and Creative Development, she is working through integrating the CSSE brand experience while supporting the product and marketing needs of its sub brands, Redbox, Crackle, Chicken Soup, growing and retaining their customer base for 30K+ Redbox Kiosks, three streaming apps, Screen Media and Halcyon, CSSE's Original production and distribution studios and Crackle Connex, CSSE's B2B vertical for Ad Sales & Partnerships. She is known for her empathetic leadership style and for building and managing agile teams with iterative processes to maximize opportunities. She is a strong communicator with a conviction for delivering results.

TRANSFORMING BRANDS | Growth Mindset

Self-awareness and growth mindset has been critical to success in developing teams into proactive, accountable, and motivated solution-seekers. Leading with a growth mindset and encouraging the team to adapt new ideas has allowed Durriya to deliver on large scale, strategic business initiatives from ideation to execution. She has successfully led growth initiatives to build new revenue streams for brands like OfficeMax, CDK Global, Redbox, and now CSSE, through innovative, sustainable solutions resulting in revenue growth, value creation and differentiation.

TEAM LEADERSHIP | Growth & Efficiency

She is an advocate for upskilling for growth, cross-training, and flex experience programs to allow people to try different job functions. Although a strong believer of traditional skills of framework and positioning, she promotes a digital first approach in design. As digital marketing continues to grow, she is exposing her creatives to consumer data and new technology trends, AI and GPT to meet the future omni-channel demands with personalization and more. The combination of expertise allows the team to fill the skills gap and offer solutions that account for executional efficiencies.

PEOPLE MAGNET | Relationship Builder

Durriya has contributed to several award-winning campaigns. Elfyourself.com is one of the most viral and successful campaigns she led YOY while at OfficeMax. Although most of her career is on the corporate side, she has experience managing agencies and has built great connections over the years. In addition to being a listener, she is a relationship builder – creating lasting relationships with clients, peers, partners, executives, and team members at all levels.

GIVING BACK | Philanthropic Efforts

Captivated by global philanthropy, Durriya serves on three NFP boards; Kisat Diabetes Org, started in honor of her dad who suffered from diabetes and its debilitating effects, she is a founding member and supports digital marketing efforts. HDF, Human Development Foundation, educating women and young girls with sustainable life skills, leading the marketing and social media for two annual fundraising events. And, Love Purse, collecting new purses with essentials for women in shelters, impacted by domestic violence. She is also a volunteer for AARA, American Association of Retired Asians. Prior to these, she has served on the Board for Aavegh Dance Troupe, helping put up engaging dance productions with storytelling to highlight struggles faced by women in the south Asian community. And Health Connect One, serving pregnant women and small children with basic health needs and education. She regularly involves her family in volunteering and giving.

ETHICS | Personal Values

Durriya lives in Naperville with her husband, son and three daughters. Her children have taught her to be patient and have increased tolerance for others. She enjoys learning about different cultures and is involved in DEI activities within her workplace and in her community through Panel discussions and group participations. She leads the Women Empowered ERG at CSSE where she uses her position and platform to raise important issues to start the tough discussions around gender equality and the need for more women in leadership, while supporting other organizations in helping women succeed. The strong cultural and ethical values are reflected in the way she conducts herself daily in business.

RECENT REGOGNITIONS | Awards

- Upcoming guest for Heroes in Entertainment, Media Play News, December 2022
- Women in Home Entertainment, November 2022
- Prehensile Feet: Redbox's First ever National media Campaign
- CDM CMO Summit: Panelist – Marketing Skills Gap
- Embrace Naperville Diversity Panel Series: Panelist
- Women Empowered ERG, Redbox: Group Lead
- AAPI ERG, Member & Fashion Show Lead
- Providing mentorship for bi-annual Mentoring & Leadership Program at Redbox

INDUSTRY

Retail, Entertainment,
Interior Lifestyle, Luxury
Brands, Hospitality, CPG
and Technology

SKILLS

GPT3, GPT4 & Adobe Express
Creative Direction
Design System & Style Guide
Ideation & Storytelling
Photoshoots & Video
Strategy & Planning
Branding & Positioning
Digital Innovation
Omni-Channel Marketing
Store & Display Design
IOS & Android App Design

PROCESS

Creative Brief Development
Workflow Optimization
Process Efficiency
Platform Implementation
Digital Asset Management
Video Production

TOOLS

Adobe Creative Suite
Microsoft Office
Smartsheet
Monday.com
Canva
Zapier & Give Butter

EDUCATION

[Northwestern](http://Northwestern.edu)
Kellogg

MBA, 2013
Luxury Brands & International
Business Environments

Ai The Art Institutes®
BFA, 1999
Advertising, Graphic Design

Mit Massachusetts
Institute of
Technology
HCI Certificate, 2021
Human Computer Interaction

Senior creative executive with retail background, developing brands with emotional storytelling and creative expressions that drive engagement. Directing creative to facilitate fresh ideas that translate business strategy into viable marketing campaigns generating sales. Skilled in building acquisition and retention strategies to drive engagement and improve the customer experience. Planning and executing emotionally driven content with loyalty recognition to engage customers across integrated channels. Leading and building high-functioning teams of varying sizes with change agility, iterative processes, and speed to market, to maximize opportunities. Creating a space to experiment, taking calculated risks to push break-through ideas that encourage design-thinking & deliver fresh, innovative solutions.

KEY STRENGTHS | Brand Vision, Positioning & Strategy, Lifestyle Design, Photoshoots, Relationship Building, Leadership, Strategic Problem Solving, Acquisition & Retention, Creative Development, Consumer Research, Cross-platform Customer Journey, UI/UX, B2B Sales, Project & Process Management, Platform Implementation, Resource & Budget Optimization and, Employee Growth and Building New Teams.

EXPERIENCE

Ziyaan *design*

PRINCIPAL | 2018 – Present | ziyaandesign.com

Interior Design Studio, providing design and remodel services for residential, Airbnb and retail office design. Provide expertise in design, color consultation, and remodeling services. Strong belief in the design process – developing mood boards and managing client requests for projects of varying size and budgets. Deliver best in class functional design solutions with an elevated feel. Manage projects from concept to completion, with attention to detail and a strong partnership with contractors, to ensure alignment of the design vision and on-time delivery.

Chicken Soup for the Soul Entertainment
redbox. CRACKLE SCREEN MEDIA HALCYON

HEAD OF BRAND & CREATIVE MARKETING | August 2022 – Present

Responsible for leading the integration efforts across brands, teams, platforms & processes to build & deliver a consistent experience across platforms. Define positioning strategy and stories for various segments to deliver best in class creative. Partner with senior leadership in Product & Tech to define and ensure new platform updates, UI/UX align to the brand. Define the B2B Sales vertical and assist with all sales pitches. Expanded responsibilities with ownership of Original Films and TV shows from multiple national studios & international productions, and pre and post launch marketing.

- Launched Crackle Connex ad platform, new brand and expanded offering to the ad community at IAB 2023, reaching **80M monthly active users**.
- Realigned the team with talent to support Crackle Originals, shifted creative in-house, resulting in improved quality, speed to market and **100K+ YOY savings**.
- Contributed to **\$450K savings**. Added an interactive arm to support in-house video production, supporting house ads, social video, TV ads, new Trailers and cut downs.
- Launched a platform allowing designers to layer design work with dynamic animations and interactivity. A game changer for Sales team, increasing partnership **wins by 10%**.
- **Activated 100K+ lapsed users** with relaunching the loyalty program offering expanded benefits for streaming.
- Leading integration efforts across brands, processes, and platform solutions to land on a single source of truth for the collective CSSE brands.
- Delivering digital marketing, marketing promotions and content solutions for the family of CSSE brands; Crackle, Redbox and CSS across online, mobile apps and CTV platforms to deliver on monthly sales and rentals.
- Led the decision making and implementation of Monday.com across marketing and cross-functional teams with 100% adoption, optimizing the project delivery by 2.5 days, across the organization.

 **redbox.**

SR. DIRECTOR, CREATIVE SERVICES & BRAND | April 2017 – August 2022

Led the rebrand efforts in 2017 to shift the consumer mindset of Redbox from a disc rental retailer to an enterprise platform offering physical discs, on demand streaming and free ad supported streaming via mobile and CTV app. Encouraged data driven, high-impact creative solutions for monthly campaigns supporting weekly new releases.

Responsible for brand oversight, building & influencing the design system to ensure a consistent brand experience. Oversee agency work, write creative briefs, direct photoshoots and video productions, prepare shot list and review third-party creative for brand adherence and creative excellence.

- Added significant value offsetting the declining Kiosk rentals of 10% YOY. Drafted the narrative for the winning pitch deck for Amazon to utilize the Redbox field employees as a fleet, servicing Amazon lockers.
- Built the Brand & Creative team from the ground up with the **ability to scale**. Recruited top senior talent and 3rd party agency partners.
- Digitized the projects and workflow process management of creative projects, with implementation of Smartsheet, resulting in **98% adoption, 20% budget savings**, and increased speed to market by 4 days.
- Led the rebrand of Redbox in 2017, launched the first Redbox mobile app design, and led the update of 1000+ assets across Redbox to reflect the new brand look, voice and tone.
- Directed the design and animation of the first Redbox mnemonic bumper for Redbox Original Films.
- Led the design & launch of the first Redbox IOS & Android apps, followed by CTV apps to deliver a consistent brand experience.
- Directed design efforts and partnered with product and tech to successfully launch new digital products including TVOD, AVOD and FLTV across major connective TV apps to differentiate Redbox.
- Launched the Value Menu, to maintain Redbox as a high value brand, with an enterprise platform, offering discs and streaming options for theatrical new releases, Original Films, AVOD and Free Live TV.
- Major contributor in setting the company up for IPO in 2020 and the acquisition in 2021.



OfficeMax

DIRECTOR, CREATIVE & BRAND STRATEGY | June 2005 – July 2014

Quickly moved up the ranks with an exceptional eye for design and a thorough understanding of the brand vision. Led the Brand Strategy team of Creative Directors & Content Creators leading: Retail Store Design, Direct, B2B, CPG, New Business Initiative and Innovation teams supporting the creative ideation and design efforts. Provide strategic, innovative, and design thinking solutions delivering fresh, compelling creative concepts that meet the business objectives and increase sales.

- Brought transformative changes for OfficeMax via exceptional design and storytelling of its new offerings: OfficeMax Services, Store within a Store, Integrated Workplace, and niche Small Business Solution stores.
- Elevated the consumer perception through the launch of 10 premium fashion office product brands.
- Award winning advertising & marketing; “Elf yourself” most viral campaigns ever with 80M views, Penny Pranks supporting the Power to the Penny integrated marketing campaign, resulting in 10% increase in brand likeness, Back to School with Jonas Brothers Partnership and A Day Made Better, charity campaign, delivering \$1000 plus of Office Supplies for Teachers.
- Strategically and visually rebranded the company to cater to its new target focus of women and small business with a strong emphasis on fashion and function across all product services, store displays and advertising.
- Partnered closely with leadership to launch the new brand internally for employees to embrace and actively engage with the brand and the newly developed ERGs.
- Led 100s of photoshoot and ad campaign shoots for award winning OfficeMax product displays supporting the 900 retail stores and TV advertising.
- Led the strategy & presentation to senior leadership of seasonal campaigns across store displays, online, direct OOH, TV, and Radio creative to gain strategic alignment before sharing the style guide and product stories across the organization.