

# CHRISTOPHER ARCE

## RETAIL & EXPERIENTIAL MARKETING

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## SUMMARY

Strategic marketing leader with 10+ years of experience driving brand growth, retail expansion, and customer activation across the Americas. Currently leading Brand & Key City Marketing at H&M, translating global strategy into culturally relevant, high-impact local execution. Proven track record of increasing brand equity, optimizing marketing investment, and delivering measurable business results across omni-channel ecosystems.

## EXPERIENCE

### Freelance Senior Producer & Marketing Consultant

*Independent | September 2026 - Present*

- Lead end-to-end production and marketing consultancy for fashion, luxury, and lifestyle clients, translating brand objectives into high-impact experiential activations, events, installations, and consumer-facing programs.
- Partner with agencies, brands, creative teams, vendors, and cross-functional stakeholders to steer complex projects from concept through execution, overseeing timelines, budgets, production, creative development, and on-site delivery.
- Currently engaged by La Mode En Images as Senior Producer for a luxury client special installation, leading production planning and execution while navigating elevated creative standards, multiple stakeholders, and high-touch deliverables.

### Brand & Key City Marketing Director

*H&M – Hennes & Mauritz | April 2024 - September 2026*

- Own brand and key city marketing strategy across the Americas, driving localized growth in priority markets
- Manage a high-volume portfolio of ~60 marketing projects annually, spanning campaigns, store openings, and large-scale brand activations
- Increased NYC brand awareness by 8%, alongside +4% brand preference and +2% sales growth, supported by measurable traffic gains
- Drove Los Angeles brand equity growth, increasing brand preference by 8%, ad recall by 12%, and purchase intent by 9% through targeted, culturally relevant campaigns
- Lead high-impact campaigns and experiential activations, including large-scale media takeovers, out-of-home executions, and flagship pop-ups tied to brand identity relaunch
- Partner with global teams to amplify brand visibility while ensuring consistency across markets and adapting for local relevance
- Manage and mentor a team of 4 Marketing Leads, fostering strong execution, collaboration, and performance across the region

### Regional Advertising & Communications Controller - Americas

*H&M – Hennes & Mauritz | February 2022 - April 2024*

- Led advertising controlling across the Americas, overseeing a ~\$330M regional marketing budget and aligning investment with KPIs spanning brand development, loyalty, revenue, and customer experience
- Maintained 100% budget adherence across all fiscal years, consistently delivering at or below planned spend while maximizing output and efficiency
- Optimized cross-channel media investment using Marketing Mix Modeling (MMM), achieving an average ROI of 6.0 on high-budget campaigns
- Allocated spend strategically across channels to drive performance, balancing brand-building and conversion objectives
- Partnered cross-functionally across CRM, Media, E-commerce, PR, and Insights teams to align financial and marketing strategies
- Led agency procurement and financial governance; managed a team of analysts overseeing accounting, invoicing, and project tracking

## EDUCATION

*Fashion Institute of Technology | 2013 - 2017*

**B.S. International Trade & Marketing**

**A.A. Fashion Merchandising & Management**

## SKILLS

Brand Marketing, Retail Marketing, Customer Activation, Experiential Marketing, Budget Management, ROI Optimization, Marketing Mix Modeling (MMM), Cross-functional Leadership, Creative Direction, Team Development, Strategic Design, Integrated Marketing