

Haley Arthur Shinn

Brand Strategist | Startup Founder | Digital & Experiential Marketer

info@haleyshinn.com | 310.995.5525 | haleyshinn.com

Summary

Brand marketing expert helping startups, individuals, and global brands launch integrated campaigns (digital and physical) that move audiences from awareness to action. My leadership philosophy is simple: start by listening. I serve the team and the consumer by clearing roadblocks, unlocking ideas, and building brand campaigns rooted in what people actually want and feel.

At Nike, I led Athlete Marketing, launching one of the best-selling LeBron sneakers of all-time and driving 200M+ impressions across flagship campaigns. After Nike, I co-founded a secondhand fashion marketplace, raising \$500K and generating \$30K+ in early revenue before deciding to wind it down.

With experience spanning startups, Fortune 500 brands, and cultural activations, I excel at:

- Crafting 'full-funnel' awareness to conversion tactics
- Uncovering audience segments and tailoring stories that resonate
- Leading cross-functional teams from brief to execution

Select Highlights

- **LeBron 20 Campaign** (Nike): Delivered the strongest LeBron launch in years – fueled by storytelling and innovation – driving 90%+ sell-through and 50M+ fan impressions. It became one of the most worn shoes on-court and earned a nomination for the highest company achievement.
- **Grand Slam Track Strategy** (Los Gweilos): Built local activations in Kingston, Miami, and Philadelphia – partnered with muralists, merch collaborators, run clubs, and content creators to drive 100K+ social views, 15K+ likes organically and \$40K in merchandising revenue.
- **Resale Marketplace** (SiBi): Built and launched an Apple Store app as a non-technical founder, earning \$20K+ in first-year revenue and gaining a lifetime of lessons.

Professional Experience

Nike | Global Athlete Brand Management Director | 12/20 – 04/23

Beaverton, OR



- Led the launch of the most commercially successful LeBron shoe in recent history, achieving 80%+ retail sell-through, double-digit YOY revenue growth, and 50M+ campaign impressions. This campaign earned a Maxim Award nomination, Nike's highest internal recognition.
- Spearheaded the largest athlete media push in Nike history for LeBron with a \$10M episodic series called Father Time and the Space Jam: A New Legacy partnership, which drove \$100M+ in wholesale product sales.
- Celebrated LeBron's all-time scoring milestone (50K points) across integrated digital and physical campaigns, generating 150M+ total impressions.
- Developed integrated brand plans for Naomi Osaka, Kylian Mbappé, and Sabrina Ionescu, netting an average 50% sell-through and single-digit YOY growth across all product launches.
- Directed and aligned 15+ team members across digital, influencer, PR, sports marketing, product, creative, design, and legal; mentored two dotted-line reports (one promoted, one hired full-time) and coached emerging Nike talent across the organization.

Nike | APAC & LATAM Nike Sportswear Brand Marketing Manager & Specialist | 02/18 – 12/20

Beaverton, OR



- Led Nike's largest category across APAC & LATAM, strategizing and executing 12+ seasonal campaigns that drove double-digit growth YOY across 8 consecutive seasons.

- Created “Air Max Mondays” and “Air Force 1 Fridays,” a weekly digital content series that drove sell-through and growth of Nike’s top franchises ahead of key retail moments like Black Friday.
- Launched an award-winning cultural competition series across key cities, blending cultural storytelling with competition driving engagement and sell-through from discovery to purchase.
- Analyzed consumer and competitive insights to tailor product launches and channel strategies, boosting regional engagement and optimizing owned vs. paid media mix.
- Presented Quarterly Business Reviews and represented APAC & LATAM at marquee leadership forums, advocating regional priorities within global marketing strategy.

Los Gweilos | Head of Brand Strategy | 8/24 – Present



Los Angeles, CA

- Launched a new elite running league across Kingston, Miami, and Philadelphia – engaging 50+ run clubs, 6 merchandising partners, and 3 muralists to bring the culture of track to life in each city.
- Produced original social content driving 100K+ organic views and 10K+ likes, driving ticket sales and building a loyal following online leading up to each event.
- Developed end-to-end athlete marketing playbooks – aligning storytelling, digital strategy, and on-ground activations – to amplify athlete and league visibility.
- Manage and mentor a direct report focused on strategy, content and community execution.
- Identify and shape long-term brand opportunities for Los Gweilos, guiding vision, partnerships, and cultural strategy beyond Grand Slam Track to position the company for growth in the broader sports and culture landscape.

SiBi | CEO & Founder | 04/23 – 11/24

Los Angeles, CA



- Built and launched a mobile marketplace for secondhand fashion, securing 2K+ downloads and \$30K+ gross revenue – 60% of organic acquisition came via social-first content.
- Orchestrated a Camp Flog Gnaw activation engaging 60K+ attendees, blending experiential marketing, influencer partnerships, and guerrilla tactics driving brand buzz.
- Managed customer acquisition campaigns from awareness to purchase, boosting monthly active users by 15% in six months.
- Led an 8-person team and secured \$500,000 in capital through strategic fundraising.

Hearst Media | Digital Marketing Consultant | 06/15 – 02/17

San Francisco, CA



- Managed 44 clients across 25 verticals, generating \$305K in total sales.
- Averaged 18% month-over-month growth in billings while overseeing \$415K in annual revenue.

Education

B.S. in Business Administration | University of San Francisco | 09/11 – 05/15

San Francisco, CA



Skills

- Creative Tools: Canva, CapCut, Keynote, Notion, Final Cut, and iMovie.
- Digital & CRM: Salesforce, Beehiiv, MailChimp, SAP, Airtable, Trello, and Google Ads.
- Platforms: Testflight, Apple App Store, Meta Ads Manager, and Wix.