

WHITNEY PROVOST

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BRAND & CREATIVE EXECUTIVE | DTC GROWTH STRATEGIST | OMNICHANNEL MARKETING LEADER

PROFESSIONAL SUMMARY

Highly accomplished Creative and Brand Executive with 15+ years of expertise in scaling brand, performance, and content strategies for high-growth DTC brands. Proven leader in building and optimizing creative operations, orchestrating successful corporate rebrands, and driving multi-million dollar revenue growth through innovative digital campaigns and high-converting funnels. Strategic C-suite collaborator known for cultivating high-performing teams focused on creative excellence and measurable business outcomes.

AREAS OF EXPERTISE

Creative & Brand Strategy: Brand Development, Copywriting & UX Writing, Content Strategy, Brand Voice & Messaging, Campaign Development, Creative Direction, Brand Architecture, Messaging Frameworks, Product Naming, Brand Guidelines, Visual Storytelling
Performance Marketing & Growth: Direct Response Campaigns, Omnichannel Strategy, Campaign Optimization, Audio/Video Scripts, Ecommerce & CRO Strategy, Digital Marketing, Funnel Optimization, Lifecycle Marketing, Go-To-Market Strategy
Team Leadership & Operations: Team Development, Resource Planning, Process Optimization, Cross-Functional Collaboration, Client Partnership, Mentorship, Agency Management, Workflow Improvement, Change Management, Executive Communication
Channel Expertise: Direct-to-Consumer (DTC), Social & Influencer Marketing, CRM & Lifecycle Campaigns, Paid & Owned Media, Landing Pages/Funnels, Linear and Connected TV

CAREER HIGHLIGHTS

Creative & Brand Strategy: Orchestrated BODi's comprehensive rebrand, successfully repositioning a legacy fitness company as a modern digital wellness platform and driving significant market re-engagement, leading to the company achieving positive cash flow in Q1/2024 for the first time since 2020.

Revenue Generation: Spearheaded the development and growth of multiple high-value brands, including a \$300M+ fitness and nutrition franchise, \$120M beauty division, and consistent \$5M+ product launches through data-driven direct response creative

Creative Operations: Transformed creative workflows and systems, boosting creative output by 50% and significantly enhancing team efficiency and resource utilization.

Cross-Functional Execution: Championed cross-functional alignment across Product, UX, and Marketing teams, ensuring seamless collaboration and delivery of cohesive, high-impact campaigns.

PROFESSIONAL EXPERIENCE

Senior Creative Director, Brand and Creative BODi (Formerly Beachbody), Los Angeles, CA | 2018 – Present

Direct comprehensive creative strategy and execution for a \$500M+ DTC portfolio within a high-volume, multichannel environment. Oversee brand, performance, and content execution for over 150 fitness, nutrition, and wellness products, ensuring consistent storytelling and high-impact creative across copy, design, video, and digital performance channels.

- Spearheaded BODi's category-defining rebrand, transforming Beachbody into a modern wellness platform; led brand architecture, messaging, and cross-functional rollout, driving a 40% increase in engagement, 96% retention, and recognition as CNN Underscored's Best Workout App.
- Developed conversion-focused positioning and creative strategies for top-performing launches:
 - The BODi LAVA fitness program, achieving **375.6% over day 1 forecast and 83% over month 1 forecast**.
 - The Sure Thing and LIIFT MORE fitness programs, each generating **\$5M in their first month**.
 - The Let's Get Up! fitness program, producing **\$20M and 5M views in 6 months**, outperforming the 5 previous launches.
 - BEVVY tea, exceeding goals with **\$1M first-day revenue** and hitting **87% of week-one forecast in 8 hours**.

- Direct creative messaging for over **100 lifecycle campaigns annually** across multichannel touchpoints, significantly driving customer acquisition, retention, and revenue growth.
- Lead and mentor a team of **10 in-house and agency creatives**, consistently delivering impactful direct response campaigns across digital, linear and CTV, paid and owned media, social, email, and landing pages.
- Transformed creative operations through workflow optimization and elevated standards, resulting in **50% increase in productivity** and demonstrably stronger creative output.
- Provide strategic creative direction for influencer partnerships, aligning agency creative with in-house campaigns to strengthen omnichannel brand presence and achieve measurable impact on brand reach and engagement.

Creative Director, Copy Beachbody, Los Angeles, CA | 2016 – 2018

Promoted to lead performance and growth initiatives for high-revenue fitness, nutrition, apparel, and beauty brands.

- Developed brand and performance copy for the top-performing 80 Day Obsession program, generating **\$27M revenue and 15M views in 4 months** while increasing subscriber retention by 50%.
- Transformed a seasonal apparel line into a **\$6M/year business** through strategic storytelling and performance marketing.
- Collaborated with designers to create engaging, playful social media campaigns for the flagship nutritional product Shakeology, leading to a **new-flavor sellout in 9 hours**.
- Led a team of **7 copywriters** through the replatforming and successful launch of Beachbody On Demand. Managed a pipeline of **3,000+ assets** while scaling to **1M+ subscribers** and enhancing creative output quality.

Senior Copywriter, Beachbody, Los Angeles, CA | 2011 – 2016

Recruited to the Creative team to drive brand positioning, creative strategy, and full-funnel copy execution across diverse product verticals.

- Developed the core messaging framework, brand voice, and positioning for 21 Day Fix, helping scale it to a **\$300M fitness and nutrition franchise within four years**.
- Led creative development for Derm Exclusive, contributing to its growth into a **\$120M beauty brand**.
- Executed targeted cross-channel campaigns (social, web, email) to improve beauty retention by **+6%**.

Editorial Director, Team Beachbody, Los Angeles, CA | 2008 – 2011

Launched and scaled the brand's inaugural editorial content platform, serving over 500K+ community members.

- Collaborated directly with the CEO to develop and implement a content strategy that significantly boosted engagement, clarified brand voice, and expanded Beachbody's market share in the health and wellness space.
- Shaped internal, executive, and marketing communications to ensure consistency and relevance across all PR and marketing initiatives.

Consulting Creative Director, Copywriter | 2012 – Present

- Developed brand identities, creative concepts, and compelling copy for diverse clients, including major brands like Disney and emerging businesses such as Tabata Transformation System and ToeJamm shoes, resulting in enhanced brand recognition and market positioning.
- Crafted distinctive brand voice, persuasive copy, and strategic public relations and communications for Belly Q restaurant Chicago, contributing to increased customer engagement and media presence.

PREVIOUS EXPERIENCE

CarJunkieTV.com, Burbank, CA
Editorial & Marketing Director

Hot Rod & Car Craft Magazines, Los Angeles, CA
Managing Editor

EDUCATION

University of Arizona, Tucson, AZ
Master of Arts

University of California Los Angeles, Los Angeles, CA
Bachelor of Arts