

**AUTHENTIC.
AMBITIOUS.
STORY-DRIVEN.**

EDUCATION

Miami University

BA Architecture, Brand Design Minor
Oxford, OH | 2015 - 2019

PENSOLE Academy x Pacific Northwest College of Art

Certificate, Footwear Design
Portland, OR | 2018

PERSONAL PROFILE

Over the past 7 years, has created an array of award-winning projects and campaigns for New Balance, Kawhi Leonard, Jaylen Brown, the Washington Wizards and Mystics, as well as other large accounts. Exemplifies how culture plays a key role in cultivating authentic consumer connections with the use of passionate storytelling and showcasing diverse narratives through product. With an ability to draw from various different roles held in footwear design, marketing, and product line management, I demonstrate the depth of my understanding & interconnectivity of the industry.

AREAS OF INTERESTS

- Product storytelling
- Creative marketing & campaigns in sports, music & sneakers through a Black lens
- Immersive experience & event curation
- Sneaker history, culture & customization
- Black diaspora cultures and their influence in color, pattern & design
- Women's sports representation, especially basketball

SKILLS

- Adobe Creative Suite
- Consumer insights
- Presentation skills
- Rapid ideation
- Graphic design
- Trend & culture outlooks
- Research & analysis
- Prototyping
- Digital rendering

CONTACT INFO

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MIRANDA WOODS



INDUSTRY EXPERIENCE

New Balance | Washington, DC & Winston-Salem, NC | 2022, 2024 -2025

Acting Team Lead Manager, UCC Store

Combined NB corporate knowledge and technical footwear academic background at the retail level by streamlining stockrooms, improving store sales by 7%, gathering on-the-ground consumer insights, and training 5 new associates at two stores: Winston-Salem (after 2022 corporate buyout), and the opening of new DC store.

Washington Mystics | Washington, DC | 2025 WNBA Season

Game Night Staff & Premium Hospitality Host, Sales Team

Used consumer & sport insights to create enjoyable environments for VIP guests. Executed strategies to retain season ticket holders, also helped plan & run curated fan events and promo opportunities off-court with players.

Found Vintage | Washington, DC | 2023

Social Media Manager and Sales Coordinator

Managed & curated content for their social accounts resulting in 20% more followers; as well as created graphics, copy & video content, ran e-commerce pages, and coordinated & secured venues creating a 28% revenue increase.

Miranda Made It | Washington, DC | 2023 - Present 🏆

Founder, Creative Agency and Personal Brand

The umbrella brand for all creative projects I execute offering art & creative services such as brand kits, logo & graphic design, creative direction, and teaching design workshops. Recognized at the Black Footwear Forum's 2023 Sisters in Sole Luncheon as an industry up & coming Black woman innovator.

Jaylen Brown x Juice | Boston, MA | 2022-2023

Conceptual Marketing and Brand Redesign, Juice

Developed and pitched a series of brand and product redesigns for Juice, to Jaylen Brown and his team. Included logo redesigns, brand redirection, new product offerings, creative direction, and exploration of independent signature shoe creation.

Fanatics x Marcus Graham Project | Washington, DC | 2021

Sports Marketing Program Participant, Washington Wizards

A team pitch project to Fanatics & the Washington Wizards that centered marketing to the streetwear-driven, Black woman Wizards fan. Execution suggestions included implementing curated, localized product drops, and the use of on-trend apparel cuts to be more inclusive of all women's body types.

PENSOLE Footwear Design Academy | Portland, OR (remote) | 2021

Class Instructor, Brand Design

Created curriculum and taught the Foot Locker x New Balance "Designing with Sole" Design Essentials & Masterclass, covering topics such as concept creation, go-to-market strategy, competitive market analysis & consumer research to students, 80% of which have since landed at major footwear companies.

PENSOLE Footwear Design Academy | Portland, OR (remote) | 2021

Social Media Strategy & Outreach - Marketing Team

Set social strategy, organized & implemented social calendars, strategized areas for social outreach & growth, oversaw asset creation, publication & copywriting; analyzed impressions & engagement for all PENSOLE socials.

New Balance | Boston, MA | 2020

Footwear Concept Creation Apprentice - Speed/Energy Team

Created briefs and drafted product concepts & inspiration for footwear releases with brand partners & athletes including for DeJounte Murray, Darius Bazley, and Joe Freshgoods. Also responsible for blueprinting 2021 NB brand strategy for their Foot Locker account - giving product direction & recommendations, developing release calendars, gathering consumer insights, and designing in-store P.O.P.

New Balance | Lawrence, MA | 2019

Product Management Intern - Performance Running/Trail Team

Created decks highlighting briefs & product inspirations, presented market trend research and consumer insights, developed briefs for Tokyo 2020 Olympics athletes Sadio Mane & Sydney McLaughlin. Worked with product developers to inspect line confirmation samples & run cost analysis.

PENSOLE x New Balance Masterclass | Lawrence, MA | 2019 🏆

Brand Designer, Team Kawhi

Brand Designer & product team leader of a collection designed for Kawhi Leonard during a 3-week competition at New Balance HQ. Did foundational market research analysis for NB basketball, and created brand stories that made Kawhi marketable and connectable to NB & consumers. Marketing strategies presented led to creation of multi-million dollar "Fun Guy" campaign. Won Best Overall for Brand Marketing.

PENSOLE x adidas Speed Factory | Portland, OR | 2018

Pitch & Launch Participant

Worked for Pensole to help secure and later kick-off the partnership between Foot Locker and adidas to launch their new Speed Factory initiative in collaboration with creatives handpicked by the Pensole team.