

AUTHENTIC.
AMBITIOUS.
STORY-DRIVEN.

MIRANDA WOODS



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 | Sept. 2018-Dec. 2018

PERSONAL PROFILE

A creative professional with a passion for storytelling that is focused on showcasing diverse narratives not often told authentically through product. Over the past 5 years, has demonstrated the transferability of skills from a design background, into creative marketing and product management through an array of projects including award-winning marketing campaigns for New Balance, brand/product redesign for NBA athletes, and strategy development for large accounts. A boundless industry exploration illustrates a vast understanding of how stories of connected cultures and practices are key to cultivating authentic consumer connections through footwear product.

AREAS OF INTERESTS

- Product storytelling
- Creative marketing & campaign execution in sports, music & sneaker cultures 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	██████████
Digital rendering	██████████
Presentation skills	██████████
Rapid ideation	██████████
Graphic design	██████████
Trend & culture outlooks	██████████
Research & analyzation	██████████
Prototyping	██████████
Consumer Insight	██████████

CONTACT INFO

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INDUSTRY EXPERIENCE

New Balance | Washington, DC & Winston, NC | June 2022 - Aug. 2022, Aug 2024-present

Acting Team Lead Manager, UCC Store

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

Washington Mystics | Washington, DC | May 2025-present

Game Night Staff & Premium Hospitality Host, Sales Team

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

Found Vintage | Washington, DC | Feb. 2023 - Dec. 2023

Social Media Manager and Sales Coordinator

Managed, created & published content for Found Vintage's social accounts. This position also included curating Black fashion history & culture facts and photos, creating graphics & copy, shooting video content, managing the company's e-commerce pages, and coordinating & securing sales venues.

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

Founder, Creative Agency and Personal Brand

The umbrella brand for all story-driven creative projects I execute; usually using upcycled & unconventional materials. Has a variety of product offerings such as bespoke sneakers, paper sneaker art, original graphics, hand-screened prints, and homegoods; as well as services such as brand kits, logo & graphic design, creative direction, and project management. Recognized at the Black Footwear Forum's 2023 Sisters in Sole Luncheon as one of the footwear industry's up & coming Black women innovators.

Jaylen Brown x 7uice | Boston, MA | Oct. 2022-Mar. 2023

Conceptual Marketing and Brand Redesign, 7uice

Developed and pitched a series of brand and product redesigns to the top representatives of Jaylen Brown's personal brand, 7uice, that included logo redesigns, new brand and product redirection & offerings, creative direction, and independent signature shoe creation exploration.

Fanatics x Marcus Graham Project | Washington, DC | Dec. 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 womens' body types.

PENSOLE Footwear Design Academy | Portland, OR (remote)

• **Class Instructor, Brand Design | Jul. 2021 - Nov. 2021**

Taught the Foot Locker x New Balance "Designing with Sole" Design Essentials & Masterclass, after creating curriculum covering topics such as concept creation, go-to-market strategy, competitive market analysis & consumer research to students who have since landed at several major footwear companies.

• **Social Media Strategy & Outreach - Marketing Team | Feb. 2021 - Aug. 2021**

Set social strategy for expanding reach to potential students, organized & implemented social calendars, strategized areas for outreach & growth while developing new platform implementations, oversaw asset creation, publication and engagement; copywriting, and impressions analyzation for all PENSOLE socials.

New Balance | Boston, MA/Lawrence, MA

• **Footwear Concept Creation Apprentice - Speed/Energy Team | Jan. 2020 - May 2020**

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

• **Product Management Intern - Performance Running/Trail Team | June 2019 - Aug. 2019**

Created decks highlighting briefs & product inspirations, presented market trend research and consumer insights, developed brief concepts 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 | Feb. 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 NB's "Fun Guy" campaign. Won Best Overall for Brand Marketing

PENSOLE x adidas Speed Factory | Portland, OR | Oct. 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.

PENSOLE x Pacific Northwest College of Art | Portland, OR | Sept. 2018 - Dec. 2018

Footwear Design, Team New Balance

A 12-week footwear design intensive working for New Balance on a redesign project of the iconic 990 shoe, with a focus on demonstrating the use of STEAM education methods found in the footwear design process to help youth discover careers in the footwear industry.