



Sarah H. Rogers

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SUMMARY

Retail creative leader with 26 years connecting brand strategy, shopper insight, and design into retail experiences that perform.

Built and led national retail creative for clients Cricket Wireless and Comcast across two decades at TPN — including 12+ years across two leadership stints on the Cricket Wireless account — with work deployed inside major retailers including Walmart, Target, Amazon, and Best Buy. Partner closely with strategy, taking shopper insight into what my team designs and deploys, then closing the loop on measurement — driving results at the store level, not just the campaign level.

EXPERIENCE

TPN — The Retail Commerce Agency (acquired by Flywheel, an Omnicom company, 2024)

Dallas, TX / Atlanta, GA | Nov 2005 – Present

Senior Creative Director | Apr 2018 – Present

- Lead national retail creative for Cricket Wireless, deployed across 12 retailers including Walmart, Target, Amazon, and Best Buy — partnering with strategy on shopper insight, then directing POS, packaging, environmental, and digital experience design through deployment
- Drove design-led sales performance strong enough that Walmart expanded Cricket from 600 to 1,500 stores in a single year and upgraded shelf placement to premium row with more facings
- Drove a 35% sales lift at Meijer within the first year of launch
- Lead a creative team of 12 delivering \$6M in annual revenue on a \$2M budget
- Launched new retailer partnerships at Kroger, Dollar General, Meijer, and military base stores
- Based in Atlanta — Cricket Wireless's headquarters market — and TPN's sole in-market point of contact, providing in-person creative leadership for client meetings and account needs
- Received the TPN President's Award, the agency's highest company honor

Creative Director, Comcast Account | Oct 2014 – Apr 2018

- Directed national retail creative for Comcast across 10 store formats, driving a 24% increase in revenue-generating units in year one across 5 national campaigns, 8 overlay campaigns, and 4 major sales events
- Opened 83 new store formats in six months
- Designed Comcast's new flagship store concept ahead of the Time Warner merger, repositioning the brand at owned and earned retail
- Integrated digital screens into print-only store formats, increasing engagement while reducing refresh costs
- Received the 2018 Design of the Times Award — In-Store Fixture, Best Buy

Creative Director, Cricket Wireless Account | May 2011 – Oct 2014

- Repositioned the Cricket brand at national retail — storefront concept and design across five store formats, with six seasonal changes and 200+ POS elements a year
- Led a team of five on national retail execution
- Launched MUVE Music, Cricket's first music streaming service, with a citywide activation at CES — environmental graphics on the Luxor, live booth demos, and a VIP concert at the Hard Rock

Associate Creative Director / Senior Art Director | Nov 2005 – May 2011

- Led in-store creative for Walmart's corporate seasonal initiatives — award-winning work that set the standard for future national promotions
- Directed major entertainment property launches at national retail — High School Musical, Spider-Man, Harry Potter, Pirates of the Caribbean — partnering with Disney, Marvel, DreamWorks, Warner Bros., and Summit Entertainment
- Developed Tropicana Juicy Rewards, a year-long loyalty and POS program built to increase shelf pulls

DesignGirl | Dallas, TX | Nov 2003 – Nov 2005 — Lead Creative Designer, Owner

The Beird Agency | Dallas, TX | Jan 2000 – Nov 2003 — Art Director

SKILLS & TOOLS

- **Skills:** Creative strategy · Brand storytelling · Omnichannel brand experience · Shopper marketing · Commerce marketing · Retail experience design · Environmental & experiential design · Consumer insights · Creative operations · Cross-functional leadership · Team leadership · Talent development · Stakeholder management · Budget management
- **Tools:** Adobe Creative Suite · Microsoft 365 Suite · PowerPoint · Keynote · Figma · Workfront · Slack · ChatGPT · Claude · Gemini

EDUCATION

Texas Tech University — B.A., Design Communications, Cum Laude

PROFESSIONAL INVOLVEMENT

- Retail Design Institute, Atlanta/SE Chapter — President, 2022–2024
- Retail Design Institute, Atlanta/SE Chapter — Communications Chair, 2021–2022