



ROXANNE  
McClure  
CREATIVE

CREATIVE SOCIAL STRATEGIST,  
PHOTOGRAPHER, CONTENT CREATOR

## CONTACT

San Francisco Bay Area / L.A.  
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## PORTFOLIO & PRESS

### CREATIVE DIRECTION & PHOTOGRAPHY

[www.roxannemcclure.com](http://www.roxannemcclure.com)

#### Portfolio

### PUBLISHED WORK

Condé Nast Traveler, Travel +  
Leisure, Martha Stewart, Mingle  
Magazine  
Better Homes & Gardens

## SKILLS

Creative Direction  
Social Media Strategy  
Content Creation (Photo + Video)  
Instagram & TikTok Growth  
Brand Partnerships  
Styling  
Editing (Lightroom, Photoshop,  
CapCut)

## REFERENCES

I create content that doesn't just  
look good—it performs.

## SUMMARY

Social-first creative working at the intersection of sport, fashion, and culture. Known for capturing real-time energy and turning it into elevated, high-performing content. 10+ years creating visual storytelling that drives engagement, brand growth, and audience connection.

## WORK EXPERIENCE

### CREATIVE DIRECTOR / CONTENT STRATEGIST

Freelance + Brand Partnerships

#### 2018 - Present

- Lead creative direction, content production, and social strategy across sports, fashion, and hospitality
- Produce content for Golden State Warriors in-arena host covering NBA, All-Star, Super Bowl activations
- Increased engagement + audience growth by 20%+ for hospitality clients

### LEAD PHOTOGRAPHER / FOUNDER

Roxanne McClure Photography

#### 2013 - Present

- Produce high-end content across interiors, hospitality, lifestyle, and editorial
- Clients include top designers, hotels, and brands
- Published in Condé Nast Traveler, Travel + Leisure, Better Homes & Gardens

### LEAD STYLIST / CONTENT CREATOR

Keep It Colorful

#### 2018 - Present. OWNER/FOUNDER

- Directed styling and creative production for campaigns and brand collaborations
- Built partnerships with 100+ vendors and brands
- Managed West Coast retail accounts and celebrity wardrobe placements

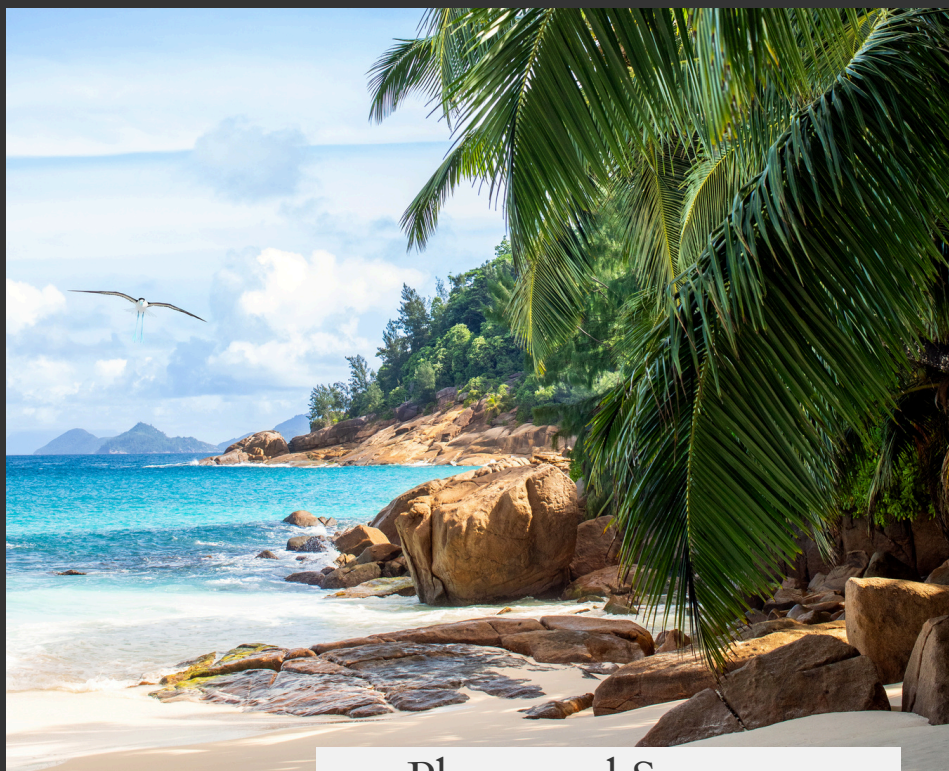


# PHOTO GALLERY

SPORTS



By: Roxanne McClure



Places and Spaces