

Makeda S. Escayg

Makeda.S.Escayg@outlook.com - www.makedaescayg.com

Professional Summary

Dynamic strategic leader with a proven track record in omnichannel content creation, directly fueling over \$1.5B in gross sales at HSN in 2024 and driving \$700M+ in sales in the first half of 2025 across diverse product categories including Beauty & Wellness, Accessories & Footwear, Apparel, Culinary, Electronics, and Home Décor & Innovation. Recognized for inspiring high-performing teams through effective mentorship and championing global inclusion initiatives, I excel at aligning innovative strategies with core business objectives to deliver sustainable growth, enhanced customer engagement, and long-term organizational success.

Employment History

Manager, Sales Strategy

HSN, St. Petersburg, FL

March 2023 – Present

- Lead a dedicated team in crafting compelling product stories through comprehensive asset management as Manager of Sales Strategy at QVC Group.
- Oversaw the creation and coordination of storytelling assets across cross-functional teams, partnering closely with five direct reports (Assistant Sales Strategy Partners) until their roles were impacted by organizational changes.
- Committed to strategic storytelling, lending expertise to 19 Sales Strategy Producers and 3 Senior Managers across both HSN and QVC networks.
- Collaborated with the Broadcast Development Team and Integrated Marketing to elevate HSN Events and Destination Programming. Strategized and executed impactful storytelling assets that align with a customer-centric approach, incorporating consumer insights to build trust and loyalty since March 2024.
- Contributed to Omnichannel Content creation, ensuring cohesive and resonant storytelling across platforms that meet customers wherever they engage.
- Served as Senior Sales Strategy Partner for the Apparel/Fashion and Footwear/Handbags categories from March 2023 to February 2024, driving strategic planning and elevating category storytelling.
- Managed all product categories, including Beauty & Wellness, Accessories & Footwear, Apparel, Culinary, Electronics, Home Décor, and Home Innovations.
- Served as Internship Coordinator for Sales Strategy, partnering with the Merch Training Team to mentor emerging talent and support professional development.

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Category Producer (Beauty)

HSN, Saint Petersburg, FL

March 2021 – March 2023

- Created innovative content for our interactive digital video ecosystem, maintaining brand standards.
- Produced engaging beauty live shows combining education and entertainment to boost viewer engagement and sales.
- Researched market trends and consumer behavior to craft impactful presentations for target audiences.
- Developed multi-platform content strategies to ensure consistent and effective viewer experience.
- Managed cross-functional teams to deliver dynamic beauty programming aligned with network goals.
- Led the development of beauty-focused live shows that integrated educational elements to increase engagement and drive sales.

Television Production Supervisor, Television Production Technician

HSN, Saint Petersburg, FL

July 2013 – February 2021

- Managed and developed thirty-four team members, enhancing their professional growth while implementing standardized procedures and maintaining broadcast quality standards.
- Forecasted and staffed forty hours of live shows weekly, optimizing performance.
- Optimized staffing forecasts and performance metrics for live productions, ensuring resource efficiency and maintaining broadcast quality standards.
- Led daily meetings to align team on business updates and training initiatives.
- Enhanced production workflow efficiency through strategic team coordination and comprehensive training initiatives, delivering consistent broadcast excellence.
- Collaborated with producers and technicians to ensure cohesive live show execution.
- Developed and launched TV Production Department Mentorship Program, earning HSN Vision Award recognition for enhancing team development and operational excellence.
- Partnered with producers and directors to elevate show storytelling, while mastering multiple technical roles including Assistant Director, Audio Operation, Jib Camerawork, and Graphics Operation.

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Education

Master of Arts

Regent University, Virginia Beach, VA

January 2008 – May 2010

Bachelor of Arts

Claflin University, Orangeburg, SC

August 2003 – May 2007

Skills

Media & Production Expertise

- Live Studio Production & Talent Relations
- Video Editing & Post-Production Workflow
- Cross-Platform Content Creation (TV, Social, Streaming) and Content Strategy
- Brand Storytelling & Visual Identity Curation

Core Soft Skills

- Emotional Intelligence & Empathetic Engagement
- Adaptability & Resilience in Dynamic Environments
- Creativity, Vision, and Collaborative Innovation

Honors & Recognition

- Claflin University 40 Under 40 Honoree (2023)