

# MARIALI PAZ DE LEÓN

CREATIVE LEADER & STRATEGIC THINKER

## 01 ABOUT ME

I'M A UNIQUE BLEND OF CREATIVE & STRATEGY THAT LOVES TO CREATE BIG IDEAS BASED ON HIDDEN HUMAN INSIGHTS. THROUGH ACUTE INTUITION, I CREATE STRONG EMOTIONAL CONNECTIONS BETWEEN THE SHOPPER AND THE BRAND WITH EVERY BIG IDEA.

THIS LEADS TO SHOPPER BEHAVIOR CHANGE AND BRAND LOYALTY, WHICH IS KEY TO EVERY SUCCESSFUL CONSUMER BRAND.

## 02 WORK EXPERIENCE

### DIRECTOR OF CREATIVE SERVICES **SEP 2019 — MAR 2020** | **MOJo Marketing**

- Oversee creative execution of daily tasks, cross-team ideation sessions, and client kickoffs.
- Implement new workflow process to improve team efficiencies, accountability, and profitability.
- Manage team of creatives and contractors through creative execution process.
- Collaborate with Leadership Team in company-wide initiatives.

### DIRECTOR OF DESIGN & EVENTS **MAR 2017 — AUG 2019** | **Workmatters**

- Led vision, strategy, and event experience for 800+ attendee business leadership events.
- Created and designed all promotional and experiential elements for events.
- Concepted, developed, and executed event plans and marketing strategies.
- Initiated, managed, and developed strong relationships with national speakers, vendors, and event team.
- Managed and grew overall Workmatters brand, ensuring consistency across all platforms.
- Led consumer insights, content strategy, and marketing strategy across all divisions in the organization.

### SHOPPER MARKETING CREATIVE CONSULTANT **JUN 2016 — DEC 2016** | **TPN**

#### **JAN 2017 — FEB 2017** | **EDGE Marketing**, **JUL 2018 — AUG 2019** | **EVENTUS Marketing**

- Helped national brands secure in-store merch. displays in major retail stores through promo development
- Developed and designed multicultural parking lot events for national brands.

### CREATIVE DIRECTOR **OCT 2014 — MAY 2016** | **DaySpring (Hallmark)**

- Co-led first company re-branding in 44 years, including strategic brand repositioning, logo redesign, new brand guidelines, and digital video campaign.
- Led content marketing team including in-house and external designers/writers for e-commerce.
- Developed and grew new social media sharing platform increasing traffic to 40% of total site traffic.
- Introduced new, interactive media formats (including video) in digital greetings engaging consumers longer.
- Led creative marketing plan for new-to-market holiday product initiative.
- Initiated and promoted viral videos on social media for over 12 million views in less than 3 weeks.

### ASSOCIATE CREATIVE DIRECTOR **JUL 2013 — OCT 2014** | **Saatchi & Saatchi X**

- Managed and mentored junior creatives on the team providing creative direction and helping them grow.
- Managed and led Walmart Baby Department photoshoot which generated over 18,000 shots.
- Collaborated with Insights and Planning team to develop strategic direction for marketing plans.
- Led and developed international business pitch for Mexico team.

*CLIENTS: Pampers, Luvs, Febreze, Swiffer, Bounty, Tide, Gain, Iams, Puffs, Duracell, Cascade, Walmart*

### SENIOR ART DIRECTOR **APR 2011 — JUL 2013** | **Saatchi & Saatchi X**

- Concepted and developed marketing plans for multi-brand programs focused on scale solutions.
- Led creative brainstorm sessions with multi-disciplinary team to deliver holistic and integrated marketing plans.
- Helped manage team workload to meet tight deadlines across multiple projects and initiatives.
- Mentored and developed team of interns during summer internship program teaching them to create effective shopper marketing campaigns.
- Delegated and art directed freelancers (copy & design) in development of activation tactics.
- Collaborated with college senior portfolio class helping students through creative job search process.

*CLIENTS: Olay, Pantene, Head & Shoulders, CoverGirl, Clairol, Crest, Herbal Essences, Gillette, Old Spice*

## 04 EDUCATION & ABILITIES

### JOHN BROWN UNIVERSITY

#### **BACHELOR OF SCIENCE IN GRAPHIC DESIGN | MINOR IN BROADCASTING**

- Mentoring, speaking, hand lettering, voiceover talent, bilingual— fluent in English and Spanish

## 03 SKILLS



### IDEATION



### STRATEGY



### DESIGN



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