

MARIALI PAZ DE LEÓN

Creative Leader & Strategic Thinker

I'm a designer with a unique blend of creative & strategy who loves to create big ideas based on hidden human insights. Through acute intuition and a deep understanding of human motivators, I create strong emotional connections between shoppers and brands with every big idea. This leads to consumer behavior change and ultimately, brand loyalty—which is the key to every successful brand.

As a creative leader with extensive shopper marketing expertise with the world's largest retailer and a passion for big ideas and great design, I love helping brands of all sizes think deeper by developing marketing ideas and designs that truly connect with shoppers at a deep, emotional level.



Professional Experience Highlights

SENIOR DESIGNER, Ramsey Solutions (SEP 2020 — FEB 2025)

- Developed the creative strategy for seasonal ad campaigns to achieve branding and messaging consistency across all executions.
- Created campaign branding (look, tone, feel) to make the visual design execution more efficient and visually integrated.
- Designed various digital marketing assets (emails, social media posts, landing pages, radio show graphics, sales presentations, etc.) that communicate product benefits to fans.
- Built email marketing campaigns and landing pages for on-time delivery.
- Art directed and coordinated photoshoots of fans, capturing their success stories.
- Planned and co-led internal Design Guild, where I mentored and trained junior creatives.
- Developed, planned, and executed creative vision for large-scale events geared toward small business entrepreneurs at various hotels, resorts, and event centers.
- Collaborated with a team of designers in the design and execution of all creative assets, including event signage, environmental structures, digital presentations, collateral materials, etc.
- Created all digital marketing assets while implementing new, interactive ways to engage new audiences on social media and reduce CPLs.
- Worked and negotiated with print, hotel, and installation vendors to stay on budget and ensure proper execution of creative vision.

DIRECTOR OF DESIGN & EVENTS, Workmatters (MAR 2017 — AUG 2019)

- Led creative vision and strategy for large business and leadership events.
- Created and designed all promotional and experiential elements for events.
- Concepted, developed, and executed event plan and marketing strategy.
- Initiated, managed, and developed strong relationships with national speakers, vendors, and event team.
- Mentored and led Marketing Manager as a creative marketing professional.
- Managed and grew the Workmatters brand, ensuring consistency across all platforms, resulting in national exposure and growth.
- Led consumer insights, content strategy, and marketing strategy across all divisions in the organization.

Skills/Expertise

IDEATION

CREATIVE DIRECTION

STRATEGY

PRINT & WEB DESIGN

Design Tools

Photoshop



Illustrator



InDesign



Figma



Magnolia CMS



Klaviyo



Professional Experience Highlights (Cont.)

SHOPPER MKTG. CREATIVE CONSULTANT, Eventus Marketing (JUL 2018 — AUG 2019)

- Helped national brands secure in-store retailtainment events in Walmart (multicultural markets) event and shopper marketing conceptualing and design.

SHOPPER MKTG. CREATIVE CONSULTANT, TPN (JUN 2016 — DEC 2016)

- Helped national Hershey's brands secure in-store merchandising displays in Walmart and other retailers through design conceptualing, development, and execution.

CREATIVE DIRECTOR, DaySpring (OCT 2014 — MAY 2016)

- 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 a 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, Saatchi & Saatchi X (JUL 2013 — OCT 2014)

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

SENIOR ART DIRECTOR, Saatchi & Saatchi X (APR 2011 — JUL 2013)

- Concepted and developed marketing plans for multi-brand programs focused on scale solutions.
- Led creative brainstorming sessions with a 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 a team of interns during the summer internship program, teaching them to create effective shopper marketing campaigns.
- Art-directed freelancers (copy & design) in the development of activation tactics.
- Collaborated with college senior portfolio class helping students through the creative job search process.

ART DIRECTOR, Saatchi & Saatchi X (FEB 2002 — APR 2011)

- Developed and managed creative shelf redesigns for the skin care and hair color categories at Walmart.
- Created engaging presentations for clients that delivered communication ideas and marketing plans.
- Helped brainstorm and supported creative directors in the strategic direction of concepts.
- Helped define strategic direction for new initiatives with new moms in focus groups and in-home studies.

Education

**JOHN BROWN UNIVERSITY,
Bachelor or Science in Graphic
Design, Minor in Broadcasting
(Siloam Springs, AR)**

Bonus Skills

HAND LETTERING

BILINGUAL

VOICEOVER TALENT

MENTORING

PUBLIC SPEAKING

Endorsements

"Mariali is a one-of-a-kind creative with a keen intuition of how to develop Big Ideas with an impeccable design sense. She doesn't stop at what can be seen on the surface and has a unique ability to "go deep" into a business problem to develop a creative solution."

— **Josh Rateliff, VP Client Leadership, Mars United Commerce**

"She has a remarkably strategic mind and thinks beyond typical creative solutions to the problem at hand. Mariali first dives in to research what the customer really wants (not just what they say they want) and uses those insights throughout her projects to impact creative decisions."

— **Heather Eikel, Lead Art Director, Ramsey Solutions**